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PBL Competitive Events

INTRODUCTION

This section includes the guidelines for the Competitive Events Series of the National Awards Program for the PBL division. These guidelines and the program they represent are the results of a lot of hard work on the part of many dedicated individuals for a period of many years. Their commitment to this association and their work are recognized and appreciated.

Mission Statement

The mission of the National Awards Program (NAP) is *to prepare students for successful careers in business through support for curriculum development and innovative assessment tools*. To help meet that charge, this Competitive Events Series has been developed and made available to local and state chapters for use in assessing students in the various knowledge, skills, and abilities that make up today's business education curriculum.

Program Design and Purpose

The Competitive Events Series exemplifies the range of activities and focus of FBLA-PBL, Inc. These events are based on projects developed from the goals of FBLA-PBL and the curricula of business education programs.

FBLA-PBL is committed to facilitating the transition of its members from their educational development into their career path. The competitive events program plays a central role in delivering on this commitment. The program allows members to demonstrate and validate their mastery of essential business concepts, skills, and knowledge. In addition, members participating in this program will:

- demonstrate their career competencies, business knowledge, and job-related skills;
- expand their leadership skills;

- demonstrate their competitive spirit; and
- receive recognition for their achievements.

The FBLA-PBL competitive events program is designed to correlate with nationally recognized business curriculum standards. For instance, members participating in competitive events demonstrate their mastery of the Foundation Skills and Competencies outlined by the SCANS Workplace Skills Standards. These include:

Foundation Skills

- Basic skills: reading, speaking, listening, and knowing arithmetic and mathematical concepts
- Thinking skills: reasoning, making decisions, thinking creatively, solving problems, seeing things in the mind's eye, and knowing how to learn
- Personal qualities: responsibility, self-esteem, sociability, self-management, integrity, and honesty

Competencies

- Resources: identifying, organizing, planning; and allocating time, money, materials, and workers
- Interpersonal skills: negotiating, exercising leadership, working with diversity, teaching others new skills, serving clients and customers, and participating as a team member
- Information skills: using computers to process information and acquiring and evaluating, organizing and maintaining, and interpreting and communicating information
- Systems skills: understanding systems, monitoring and correcting system performance, and improving and designing systems
- Technology utilization skills: selecting technology, applying technology to a task, and maintaining and troubleshooting technology

GENERAL INFORMATION

The administration and conduct of FBLA-PBL's competitive events program is vested in the national staff, under the direction of the NAP Committee. Members of the NAP Committee are selected based on their experience and expertise in the development and/or administration of competitive events. Committee members serve three-year terms and are responsible for approving event additions/deletions, ensuring that events are current and relevant, developing guidelines for competitive events, and administering the competitive events program at the National Leadership Conference.

The NAP Committee follows a deliberate process in reviewing and updating the Competitive Events Series. The review process is designed to respond in as timely a fashion as possible to the changing environment in which business education finds itself, while ensuring appropriate input and participation from local and state advisers and members.

In general, the NAP Committee is committed to regular review of all competitive events. All events are evaluated following the National Leadership Conference for administrative and operational improvements. In addition, each event is reviewed once every three years to ensure that the content, focus, and objectives of the event continue to be relevant, timely, and appropriate to FBLA-PBL programs and objectives. Finally, the NAP Committee welcomes and encourages local and state advisers, members, or other interested parties to submit ideas for event improvements or additions. Individuals desiring to submit recommendations to the NAP Committee, or to make comments about the competitive events program, are encouraged to [review the procedure outlined on page V-78](#).

Special Note to Advisers and Administrators

Chapter advisers and school administrators are encouraged to keep the following points in mind as they prepare their students for participation in the National Awards Program Competitive Events.

- Competitive events are excellent motivating devices; they help to instill the desire to learn and to achieve.
- To be the best generally requires innate ability, high motivation, and many hours of hard work.
- Travel and interaction with students from other schools are tremendous learning opportunities for students.
- Competitive events can be helpful in building school spirit and in publicizing a business program.

- Competitive events should not be used to determine curricula, teaching methodology, time spent on class activities, textbooks to be used, grading procedures, or for teacher evaluations.
- Too much effort should not be given to trying to compile test files by securing copies of previous tests and/or having competitors make copious notes following their events.
- Excessive class time should not be spent on areas covered in competitive events at the expense of other subject matter that should be taught.
- Delaying contestant selection as long as possible is encouraged so that more students are striving for mastery or excellence in a particular area.
- A teacher's competence or effectiveness should not be judged by the number of PBL winners. A teacher is not an excellent teacher simply because a student wins a competitive event any more than a teacher is a poor teacher because a student does not win.
- Likewise, the success of a local chapter should not be determined strictly by the performance of its members in competitive events. While an important element of the overall FBLA-PBL program, competitive events are just that—a part. Many activities and programs work together to build a successful chapter.
- Teachers should recognize the value of competitive events, maintain a professional attitude towards the events, and keep them in proper perspective.

CHANGES TO THIS EDITION

Please review these guidelines carefully for modifications and changes. The following list highlights the most significant changes made for the 2005–2006 membership year.

I. New Event or Event Changes

- A. New team event— Business Ethics.
- B. New Pilot Events. These events are for the student who is completing his/her college major. [See page V-66 for details](#).
- C. Business Plan. All event participants will be eligible to give a seven (7) minute preliminary oral abstract. The top ten (10) teams will advance to the final round.
- D. Business Communication event will include a writing prompt.
- E. Format Guide is allowed to be used as a reference guide when testing.
- F. The following events have been renamed:
 - Economics renamed Economic Concepts
 - Finance renamed Financial Concepts

- Mangement renamed to Management Concepts
- Marketing renamed to Marketing Concepts
- G. Desktop Publishing—If one team member is not present at the NLC, the other team member may be allowed to take the written test; however, both team members must be registered at the NLC and have taken the production test.
- H. Job Interview event is now open to students at all levels.
- I. The following rating sheets have been revised: American Enterprise Project, Business Decision Making, Community Service Project, Desktop Publishing, Emerging Business Issues, Multimedia Presentations, and Web Site Development.
- J. Computers may be used for written events at the NLC.

K. Students can compete in any two events.

II. Administrative and Procedural Reminders

- A. The topics for the Emerging Business Issues, Multimedia Presentation, and Web Site Development events are included in each of the event guidelines. (See pages V-37, V-58, and V-78 for the 2005–2006 topics.)
- B. The individual and/or team is responsible for providing his/her own equipment for the appropriate events as indicated in the guidelines.
- C. Microphones will not be used in any events except Parliamentary Procedure.
- D. Non-graphing calculators will be provided for all written events. Students may bring a financial calculator for the Finance event.

PREPARING FOR COMPETITION

The PBL National Awards Program is a very exciting part of the PBL year. Each state is allowed to send two (in some cases, one) representative(s) in each event. Members prepare for months for the opportunity to shine nationally. The knowledge, experience, and motivation gained from competing makes every participant a winner.

Not everyone can go to the National Leadership Conference and take home an award. However, members can increase their chances by working with their advisers to ensure careful advanced preparation, adherence to all relevant guidelines and rules, and by following these tips.

I. Comply with entry procedures and regulations.

- Check the status of membership dues.

Students wishing to compete must be paid members. Each state sets its own eligibility deadline for district and state competitions; PBL's national deadline is April 15.

- Ensure that the entry forms are completed properly and submitted by the published deadline. This is the responsibility of the local adviser for district and state competitions and the state adviser for national events.

II. Be familiar with the event guidelines.

- Check the current edition, contained in this handbook, of the PBL NAP Competitive Event Guidelines for a complete listing of individual, team, and chapter events.
- Make copies of the appropriate guidelines and rating sheets. Check with your state chapter for modifications to the national guidelines for district or state competitions. Don't forget to check the general and special guidelines at the front of this section for additional information.
- Become completely familiar with the procedures to be followed in administering the event.
- Determine from the rating sheets and guidelines exactly what areas will be judged.

III. Identify and assemble needed resources.

- Obtain a variety of textbooks on your subject matter to study. FBLA-PBL provides a PBL Competitive Event Study Guide with preparation tips and sample questions that can be ordered through the FBLA-PBL MARKETPLACE (1-866-325-2725).
- Contact former and current chapter members who have entered this event in previous years.
- Find mentors and other experts who can help you prepare.

IV. Prepare for competition.

- Where appropriate, involve faculty, other members, advisory committee members, and business people. These are excellent resources—use them!
- Practice makes perfect! Try to recreate as realistically as possible the conditions under which the competition will take place.

V. Comply with competition regulations.

- Be familiar with the information to be provided and the deadlines to be met.
- Make sure that copies of materials to be submitted to judges are error-free and that they are submitted in the proper format.

- Bring several No. 2 pencils and erasers.
- Calculators supplied by the national center can be used in all written events as appropriate.

GENERAL GUIDELINES

- I. **Dress Code.** Members must adhere to the dress code established by the Board of Directors in order to participate in a competitive event at the NLC. A copy of the dress code is included in the National Organization section of the *Chapter Management Handbook*. In addition, the dress code is included in each conference guide.
- II. **NLC Registration.** Members must be registered for the conference (following current registration guidelines) in order to participate in a competitive event.
- III. **National Dues.** All participants who enter a Competitive Event must have paid dues by April 15 of the current school year.
- IV. **Additional Materials.** Reference manuals, textbooks, and other resource materials may not be taken to or used during competitive events. Exceptions to this rule are clearly identified in the guidelines for each individual event. For instance, when an event's guideline specifies materials or equipment that may be used (e.g., a 4" x 6" card or a calculator), only those materials or that equipment may be used. If an item is not listed, it is to be assumed that it is not allowed. Individual participants and participating teams must conform to this event regulation or be disqualified.
- V. **Recording of presentations.** No audio or video recording devices will be allowed in any competitive event. Participants in the team performance events should be aware that the National Association reserves the right to record any performance for use in study or training materials.
- VI. **Due dates.** Event guidelines state all materials must be received no later than the end of business on the second Friday in May. It is the state chairman's responsibility to forward these materials to the national center.
- VII. **Event Entry Forms.** Event entry forms will be mailed to the state chairman, or designated representative, with the exception of those required for the PBL Membership Awards (detailed in the Chapter/Member Recognition section of this handbook.) Nomination and entry forms for these events will be distributed as appropriate before the NLC. The state chairman, or designee, must certify the state's entries and include them on the official entry form(s).
- VIII. **Event Verification.** A state committee member, or designee, must report to the event confirmation desk at the NLC to verify all event registrations. Changes to the state's event participant roster must be accompanied by proof of NLC registration.
- IX. **Event Schedules.** Participants must report on time for their competitive event or they may be disqualified. With rare exceptions, participants will be allowed to reschedule events to accommodate other conference activities or travel schedules. The NAP Committee has full discretion as to whether an exception can be granted to this policy.
- X. **Judging.** Unless specifically indicated in an individual event's guidelines, competitions at the national level will be judged using these procedures. In all cases where judges are involved in scoring an event, the decisions of these judges are considered final.
 - A. **Individual Events (Tests only.)** Ties will be broken by comparing the performance of affected members on the last ten questions of the exam, and then by time.
 - B. **Individual, Team, and Chapter Events (Report and Presentation.)** All materials will be screened to ensure that chapters have followed the regulation. All materials sent to the national center will be prejudged. A separate panel of judges will evaluate the oral presentations. Final rank is determined by totaling the prejudged scores and the oral presentation scores.
 - C. **Individual and Team Events (Test and Performance.)** The objective test portion of these events will be machine graded. The performance portion, including written materials where appropriate, of these events will be evaluated by a panel of judges. The various portions of the events will be weighted as follows:

1. **Business Decision Making.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances of these finalists and select winners. The objective test score will be added at this stage only to determine final rank in case of a tie.
 2. **Future Business Executive and Future Business Teacher.** Finalists will be selected by combining at equal weight the scores from the objective test and the initial interview/material review. Final rank will be determined using the score from the second interview. The application materials will be used at this stage only to determine final rank in case of a tie. In the event that fewer than twenty (20) participants apply for this award, the second interview can be eliminated and winners are selected by combining the scores of the objective test and initial interview/material review.
 3. **Network Design.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances of these finalists and select winners. The objective test score will be added at this stage only to determine final rank in case of a tie.
 4. **Parliamentary Procedure.** Finalists will be selected based on the scores of the written test. A panel of judges will evaluate the performances. Final rank will be determined by weighting 20 percent of the team's average written test score and 80 percent of the performance score.
- F. **Skill Tests.** The objective test portion of these events will be machine graded. The score received on this portion of the event will constitute 15 percent of the final event score.
- Judging of the production portion of these events will be based on final copy. A panel of judges for this event will evaluate all documents produced. The score received on this portion of the event will constitute 85 percent of the final event score.
- Ties in this event will be broken by comparing the performance of the affected members on the last ten questions of the written exam.
- XI. **National Awards.** The event judges and/or the number of entries will determine the number of winners in the event. The maximum number of winners for each event, unless otherwise specified, will be ten.

ELIGIBILITY GUIDELINES

- I. **Membership Status.** These competitive events are provided as a membership benefit for the Phi Beta Lambda (postsecondary) division. Only those students who meet the official membership eligibility requirements and are on record with the national association as dues-paid members on or before April 15 are eligible to compete in these events. Membership in PBL is unified on the local, state, and national levels and is not available separately. FBLA-PBL members may participate only in the competitive events associated with their affiliated divisions.
- II. **Event Types.** National events are divided into four categories: Recognition Events, Chapter Events, Individual Events, and Team Events.
- III. **Recognition and Chapter Events.** Recognition events generally are directed toward chapters and/or individuals other than members who have provided outstanding support for FBLA-PBL. Refer to the Chapter/Member Recognition tab in this book. In the rare case that a recognition event involves a member, such participation will not preclude that member from competing in another member or chapter event.
- IV. **Open Events.** Each year at the National Leadership Conference a variety of open events will be offered. Members can participate in these events without any pre-qualifications or pre-registration.
- V. **Individual and Team Events.**
 - A. Each PBL competitor may compete in any two events.
 - B. **National Parliamentarian.** A member taking the National Parliamentarian selection test is not classified as a competitive event participant and may compete in another event.
 - C. **Who's Who.** A member nominated for Who's Who in PBL, which is recognition and not a member event, may compete in another event.
- VI. **Repeat Competitors.** Members may not repeat an event at the NLC. Exceptions to this regulation are as follows:
 - A. **Team Events.** In the case of an entry submitted by a team, rather than an individual, one member of the team may have been involved in an entry submitted at a previous NLC to include Business Decision Making, Business Plan, Business Ethics, Emerging Business Issues, Network Design, Multimedia Presentations, and Web Site Development.

- B. **Parliamentary Procedure.** Two members of the team may have competed in this event at a previous NLC.
- C. A member who has submitted an individual entry may not compete again in the same event.
- D. **Pilot Events.** Participation in a pilot event does not disqualify a member from competing in the same event once it becomes an official competition.

VIII. Graduate Students. Members who are, or have been, enrolled in a graduate program as of December 1 of the current school year are not eligible to participate in the competitive events program. However, members either who are enrolled in a fifth-year accounting program or who are pursuing postgraduate work to certify in business education are eligible to compete.

IX. Number of Competitors. Each PBL competitor may compete in two events.

EVENT REGULATIONS

The following regulations apply to all competitive events in the class indicated. Please make sure that you review these guidelines carefully as they will be strictly enforced. Entries not adhering to these regulations, as well as any event-specific guidelines, will be disqualified. The state chairman will receive notification of any disqualifications.

I. Written Reports. These regulations apply to the American Enterprise Project, Business Plan, Community Service Project, Local Chapter Annual Business Report, Partnership with Business Project, and State Chapter Annual Business Report.

A. Report Contents

1. Reports **must** contain a table of contents. A title page, divider pages, and appendices are optional.
2. Reports **must not** exceed 30 pages, including the title page, table of contents, divider pages, and appendices. Front and back covers are not counted in the page limit.
3. Pages **must** be standard 8½" x 11" paper.
4. Pages **must not** be laminated or bound in sheet protectors.
5. Reports may be single- or double-spaced.
6. Each side of the paper providing information is counted as a page.
7. Valuable items should not be included with the report. Copies should be sent rather than important original documents.

8. No items may be attached to any page in the report. Scrapbooks and loose or bulky exhibits are not acceptable.
9. Follow the Rating Sheet sequence in writing the report.

B. Report Covers

1. Report covers must be of a weight such as cover stock, index stock, or card stock and include both a front and back cover.
2. Report covers **must** contain the following information: Name of the School; State Chapter; Name of the Event; and Year (200x–200x.) They may also contain other information.
3. The report covers are not counted against the page limit.
4. Cut out cover stock covers are allowed, but the page containing the cover information is counted in the page count.
5. Covers may not be in plastic binders, be laminated, or have a plastic sheet overlaying the printed cover.
6. All reports **must** be bound (e.g., tape binding, spiral binding, etc.)
7. No items, such as labels or decals, may be attached to the front cover.
8. Two- or three-ring binders are not acceptable as report covers.
9. Report covers **must not** exceed 9½" x 12".

C. General Requirements

1. Student members, not advisers, must prepare reports. State and local advisers should serve as consultants to ensure that the report is well organized, contains substantiated statements, and is written in an acceptable business style.
2. FBLA-PBL encourages local chapters to cooperate on projects during the year. However, each chapter involved in the project must write and submit an independent report.
3. Reports must describe activities of the chapter that were conducted between the start of the previous State Leadership Conference and start of the current State Leadership Conference. The State Chapter Annual Business Report is the one exception to this requirement. Activities in the state chapter report should cover the period from just after the previous State Leadership Conference through the end of the current State Leadership Conference.
4. Only one (1) copy of each report should be sent to the National Center. **Reports will not be returned.**

5. Reports submitted for competition become the property of FBLA-PBL, Inc. These reports may be used for publication and/or reproduced for sale by the national association.
- II. Chapter/Team Events—Oral Presentations.** The following regulations apply to the oral presentation component of the American Enterprise Project, Business Plan, Community Service Project, and Partnership with Business Project.
- A. A maximum of three (3) members may represent the chapter in making the oral presentation.
 - B. Preliminary Oral Presentation. All chapters submitted will give a three-minute summary of the project in the preliminary round. Visual aids and audiovisual equipment may not be used in the preliminary round.
 - C. Final Oral Presentation. The team members must perform all aspects of the presentation (e.g., speaking, setup, operating audiovisual equipment, etc.) Other representatives of the chapter may provide no additional assistance.
 - D. Visual aids and samples specifically related to the project may be used in the presentation only in the final round. However, no items may be left after the presentation with either the judges or the audience.
 - E. Advisers may assist delegates during the designated “practice” times for the final round. However, advisers may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
- III. Team Events—Projects and Oral Presentations.** The following regulations apply to the Multimedia Presentation and Web Site Development events.
- A. Projects must be labeled with the name(s) of the member(s), their state chapter, the name of the event, and the year. Projects must be the original work of the member(s) listed on the project.
 - B. Multimedia Presentation and Web Site Development finalists will be notified by telephone as well as the finalist names listed on the Web site.
 - C. Only one (1) copy of each project should be sent to the national center. **Project materials will not be returned.**
 - D. Projects submitted for competition become the property of FBLA-PBL, Inc. These materials may be used for publication and/or reproduced for sale by the national association.
 - E. Final Oral Presentation for Multimedia Presentation and Web Site Development. A computer, projection device, and a screen will be provided at the National Leadership Conference.
- IV. Skill Events.** The following regulations apply to the Computer Applications, Desktop Publishing, and Word Processing events.
- A. **School Site Testing Administration.** A portion of the skill events is administered prior to the National Leadership Conference. The administration of the National School Site Skills Test may be accomplished through implementation of one of the following choices.
 1. The state chairman/state adviser designates the date, time, and central site location for the test.
 2. The state chairman/state adviser or member of the state committee may be designated to travel to various sites for administration of the exam(s).
 3. The state chairman/state adviser may send the exam(s) to a local administrator at the student’s location who will designate a neutral person to administer the test. Local PBL advisers or other business educators may not be the test administrator or proctor.

Under options one and two, equipment and software will be arranged by the state chairman/state adviser. The deadline for returning the School Site Skills Test materials will be included with the testing materials.
 - B. **Allotted Time.** Each event’s individual guidelines specify a maximum time allowed for completion of the event. This time must run continuously and cannot be administered in multiple sessions. Once an event has begun, the clock may be stopped only for repair of technical problems outside the control of the student being tested. Time should begin immediately following the resolution of the technical challenge and continue with the remaining time. Entries that have been administered in multiple sessions, or that have exceeded the allowed time limit, will be disqualified.

- C. **Standards of Mailability.** Materials submitted in these events are graded against the standard of zero errors and business-like format. The Format Guide must be followed for proper formatting of any type of word processing documents. [See the Format Guide at the end of this section on page V-App. 1.](#)

In grading these materials, the following errors will make the copy mailable with slight corrections and will result in a penalty of two (2) points per error.

1. Omission of a non-essential part of a document (e.g., reference initials, enclosure notation, etc.)
2. Minor errors in vertical placement
3. Minor errors in horizontal placement
4. Minor spacing errors
5. Inserted or omitted words that do not change the meaning of the sentence
6. Transposed words that do not change the meaning of the sentence

The following errors will make the copy mailable with serious corrections and will result in a penalty of five (5) points per error.

1. Failure to follow specific directions
2. Keying or spelling errors
3. Inserted or omitted words that change the meaning of the sentence
4. Omission of essential parts of a document (e.g., date, inside address, etc.)
5. Format Guide not followed

ACCOUNTING PRINCIPLES

Knowledge of accounting principles is essential in preparing for careers in business. This event provides recognition for PBL members who have an understanding of the basic principles of accounting and who give evidence of their knowledge in solving practical accounting problems.

Competencies

The written objective test will include problems covering the basic principles of financial accounting. The questions may pertain to basic concepts; principles, and terminology; measurement, valuation, realization, and presentation of assets; financial statements; accounts payable and receivable; ownership structure; worksheet; and professional standards and ethics.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Participants must not have had more than two semesters or four quarters of accounting instruction, with no intermediate accounting classes or advanced accounting classes.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

ACCOUNTING FOR PROFESSIONALS

Knowledge of accounting, tax, and auditing principles is essential to a successful career in the accounting profession. These concepts are also useful in business careers outside the accounting profession. This event provides recognition for PBL members who demonstrate a comprehensive understanding of accounting, tax, and auditing principles.

Competencies

The written objective test may include problems on various areas of financial accounting and federal income tax, as well as basic auditing principles and concepts. The questions may pertain to audit controls, evidence, procedures, and reporting; measurement, valuation, realization/recognition; taxation; measurement and presentation of income and expense items; presentation of assets and liabilities; professional standards and ethics; cost accounting; accounting concepts, principles, and terminology; financial statements and worksheets; not-for-profit and governmental accounting; and ownership structure and valuation of equity accounts.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year. However, members either who are enrolled in a fifth-year accounting program or who are pursuing postgraduate work to certify in business education are eligible to compete.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

AMERICAN ENTERPRISE PROJECT

(Revised November 2005)

Edward D. Miller Award

The Edward D. Miller Award recognizes PBL chapters that develop projects within the school and/or community that increase understanding of and support for the American enterprise system by developing an information/education program.

Project Purpose

The project must promote an awareness of some facet of the American enterprise system within the school and/or community and be designed for chapter participation rather than individual participation. The event is not designed to raise money for the chapter. Rather, the intent is to help members learn more about the economic system under which they live and to then share their expertise in some way with others inside and/or outside of the school.

Eligibility

Each state may enter two (2) chapter projects from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

Note: Please refer to the [Event Regulations on page V-8](#) at the beginning of this section for additional information.

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Preliminary Round—Oral Presentation

The top two chapter projects from each state are eligible to compete at the National Leadership Conference. The reports will be prejudged according to the attached rating sheet.

Up to three (3) members from each local chapter will give a seven-minute (7) oral presentation. Visual aids and audiovisual equipment may be used in the preliminary round.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used noting a deduction of five (5) points for any time over seven (7) minutes.

Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.

The preliminary performance is not open to conference attendees. Scores from the written report as well as the preliminary oral presentation will determine the final rank. The top ten (10) chapters—or an equal number from each group—will proceed to the final round.

Final Round—Oral Presentation

The top ten (10) teams will give an oral presentation.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. The chapter must provide all equipment for the presentation. Visual aids and samples specially related to the project may be used in the final presentation. However, no items may be left with the judges or audience.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.

The performance is open to conference attendees, except performing participants of this event.



American Enterprise Project

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of project ■ Project designed specifically to promote local understanding of and support for the American Enterprise system	0	1 – 5	6 – 10	11 – 15	
Research into school and/or community needs	0	1 – 2	3 – 4	5	
Description of project ■ Planning and development ■ Implementation	0 0	1 – 7 1 – 5	8 – 14 6 – 10	15 – 20 11 – 15	
Evaluation and results Benefits to and impact on the school and/or community	0	1 – 7	8 – 14	15 – 20	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Creativity in the project presentation	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points					
					/100 max.

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



American Enterprise Project

Oral Presentation Rating Sheet *(Revised November 2005)*

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality and diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	
Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 8	9 – 17	18 – 25	
Appropriate level of member involvement	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Time Penalty	Deduct five (5) points for presentation over 7 minutes. Time: _____				
Dress Code Penalty	Deduct five (5) points when dress code is not followed. _____				
Presentation Score	/100 max.				
Report Score	/100 max.				
Final Score	/200 max.				

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____

BUSINESS COMMUNICATION

Learning to communicate in a manner that is clearly understood by the receiver of the message is a major task of all business people. This event provides recognition for PBL members who demonstrate competencies in writing, speaking, and listening concepts.

Competencies

This event is composed of two (2) parts: a written objective test and a writing exercise. The written objective test may include questions on mechanics of appropriate business English; acceptable writing mechanics and format of business letters and report writing; and listening, oral, and nonverbal concepts.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Objective Test

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

Writing Exercise

Each participant must complete a writing exercise at the National Leadership Conference. No reference materials may be used. Thirty minutes will be allowed for this portion of the event.

Both the objective test and writing sample will be each worth 100 points.



Business Communication

Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Position is clearly stated and consistently maintained. Clear reference(s) to the issue(s) are stated.	0	1 – 7	8 – 15	16 – 20	
Information provided clearly supports the position; evidence is sufficient.	0	1 – 7	8 – 15	16 – 20	
Organization and structure of the exercise is clearly developed.	0	1 – 7	8 – 15	16 – 20	
Tone is consistent and enhances persuasiveness or is convincing.	0	1 – 7	8 – 15	16 – 20	
Organization					
Sentence structure is correct.	0	1 – 3	4 – 7	8 – 10	
Punctuation, spelling, and capitalization are correct	0	1 – 3	4 – 7	8 – 10	
Total Writing Sample Points					/100 max.
Total Written Test Score					/100 max.
Final Score					/200 max.

Name: _____

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

BUSINESS DECISION MAKING

(Revised November 2005)

This event recognizes PBL members who develop competency in management, decision making, and leadership quality, and who demonstrate knowledge of these key principles. This event is based on team rather than individual competition. In addition to learning and applying business decision-making skills, team participants develop speaking ability and poise through oral presentations.

Competencies

This event is composed of two (2) parts: a written objective test and a decision-making problem (case study) with the decision presented and defended before a panel of judges.

Objective Test

The written objective test may include questions on the principles of business ownership and management, business plans, ethics and social responsibilities, financial management, government regulations, human resource management, legal issues, marketing management, and taxation.

Case Study

The case study will consist of a problem encountered by management in one or more of the following areas: business planning, organizational design, economic environment, short-term and long-range planning, personnel management, financial management, and marketing management. All the questions raised in the case must be addressed during the oral presentation.

Eligibility

Each state may enter two (2) teams that must be composed of three (3) members. One (1) team member may have entered this event at a previous National Leadership Conference. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

Objective Test

A one-hour written objective test will be administered based on the previously listed competencies.

Team members will take one objective test collaboratively.

Participants must furnish their own No. 2 pencils and erasers.

The ten (10) teams with the highest score will be scheduled for a performance test. The order of performance will be drawn at random by an impartial person in the event office.

Case Study Problem

Members of the ten (10) participating finalist teams will meet for instructions and time assignments one hour before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty-five (25) minutes before performance, each team will receive an envelope containing three (3) copies of the case study.

Two (2) 4" x 6" index cards will be provided for each participant and may be used during the preparation and performance of the oral segment of the event. Information may be written on both sides of the note cards.

No reference materials or visual aids may be brought to or used during the preparation or performance.

The team has fifteen (15) minutes to present the case.

One member should introduce the team and describe or summarize the case study. All team members must participate in the presentation. The team members will be allowed to use their note cards in explaining their decisions and rationale to the judges.

A timekeeper will stand at fourteen (14) minutes. When each team is finished, the time used will be recorded. A five (5) point deduction will be made for presentations over fifteen (15) minutes. A maximum of five (5) additional minutes will be allowed for questions from the judges. Participants should be prepared to defend their decisions and respond to questions from the judges.

Case study performances are open to conference attendees, except performing participants of this event.



Business Decision Making

Performance Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Problem is understood and well-defined	0	1 – 5	6 – 10	11 – 15	
Alternatives are recognized with pros and cons stated and evaluated	0	1 – 5	6 – 10	11 – 15	
Logical solution is selected with positive and negative aspects of its implementation given	0	1 – 5	6 – 10	11 – 15	
Anticipated results are based on correct reasoning	0	1 – 5	6 – 10	11 – 15	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	

Explanation of the Case					
Thoughts and statements are well-organized and clearly stated; appropriate business language is used	0	1 – 5	6 – 10	11 – 15	
Team members are forceful and show self-confidence, poise, and good voice projection	0	1 – 3	4 – 7	8 – 10	
All team members participate actively during the presentation	0	1 – 2	3 – 4	5	

Presentation Score /100 max.

Time Penalty Deduct five (5) points for presentation over 15 minutes. Time:

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Final Score /100 max.

Written Test Score To be used only in the event of a tie.

Names: _____

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

BUSINESS ETHICS *New*

(Revised November 2005)

Ethical decision-making is essential in the business world and the workplace. Often, employees must make decisions that are not just about what is right or wrong, but rather clarifying vague choices. This event requires students to organize adequately and deliver a presentation effectively as a team. They should demonstrate critical thinking skills through the careful analysis of the various ethical dimensions that are present in their case study. The case studies are based on real-life situations.

Competencies

The content of the presentation must include good oral communication skills, group collaboration, and critical thinking and analysis. In addition, students will thoroughly research and present their findings.

2006 National Leadership Case Study

The 2006 Case Study topic is “Information Technology” and must identify ethical dilemmas from a business perspective. Students may choose any case related to this topic and the presentation must include one or more of the following aspects:

- The relationship between the employee and the employer
- The relationship between the business and the customer
- The relationship between the business and the economy

Participants are expected to research the case prior to the conference and be prepared to present their findings and solutions at the NLC. Participants will be expected to answer judges’ questions on their presentations. Ideally this case will be used for competition at the state level. Chapters should check with their state adviser to confirm the possible case to be used for their state competition.

Eligibility

Each state may enter two (2) teams, comprised of two to three members. No more than one (1) team member may have competed in this event at a prior National Leadership Conference. Participants must be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year

Procedure

General Information

- Each team’s presentation must be the result of their own independent work. Facts and working data may be secured from any source. The student members, not advisers, must prepare presentations. All members must participate in the advance research of the topic and in the actual presentations.
- Each team must bring three (3) copies of a written synopsis on the case selected, no longer than 500 words.
- Teams will be permitted to bring prepared notes on note cards to the presentation area.
- Books, other bound materials, and props will not be allowed.
- Equipment may not be used.
- A lectern will be available. No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries. The order of performance will be drawn at random by an impartial person in the event office.

Each presentation may last no more than twelve (12) minutes. Following each oral presentation, the judges may conduct a five (5) minute question-and-answer period.

One member should introduce the team and describe the ethical situation. All team members must participate in the presentation. Team members will be allowed to use note cards.

A timekeeper will stand at eleven (11) minutes. When each team has finished, the time used will be recorded. A five (5) point deduction will be made for presentations over twelve (12) minutes. A maximum of five (5) additional minutes will be allowed for questions from the judges. Team members should be prepared to respond to questions from the judges.

A maximum of ten (10) teams—or an equal number of teams from each group—will be scheduled for the final round.

Final Round

The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Business Ethics

Performance Rating Sheet

☐ Preliminary Round ☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content and Recommendation					
Situation is understood and effectively defined	0	1 – 5	6 – 10	11 – 15	
Ethical dimensions of the problem are clearly defined	0	1 – 3	4 – 7	8 – 10	
Team's position is clearly stated	0	1 – 3	4 – 7	8 – 10	
Effective ethical solution is offered	0	1 – 5	6 – 10	11 – 15	
Questions answered completely and effectively	0	1 – 3	4 – 7	8 – 10	
Written Case Synopsis	0	1 – 2	3 – 4	5	
Delivery of Presentation					
Thoughts and statements are well organized and clearly stated	0	1 – 5	6 – 10	11 – 15	
Team members demonstrate self-confidence, poise and good voice projection	0	1 – 3	4 – 7	8 – 10	
All team members actively participated in the presentation	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Time Penalty Deduct five (5) points for presentation over 12 minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed. _____					
Final Score					/100 max.

Name(s): _____

School(s): _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

BUSINESS LAW

This event provides recognition for PBL members who possess familiarity with those specific legal areas that most commonly affect personal and business relationships.

Competencies

The written objective test may consist of both objective questions and case problems. Questions may address commonly recognized areas of business law including contracts and negotiable instruments, sales, business organization, agency, bailment, bankruptcy, consumer protection and product liability, insurance, trade regulations, torts, and wills and decedents estates.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils, erasers, and non-graphing calculators.

BUSINESS PLAN (Revised November 2005)

Business plans are an effective tool for evaluating, organizing, and selling a new business concept. A well-developed business plan can be a key component of a successful business start-up. This event recognizes PBL members who demonstrate an understanding and mastery of the process required in developing and implementing a new business venture.

Report Content

An effective business plan should include the following information:

- **Executive Summary.** Provides a brief synopsis of the key points and strengths included in the plan. Convinces the reader to read the rest of the report.
- **Company Description.** Includes the basic details of the business. Provides an overview of the business, its location, and its legal structure and organization.
- **Industry Analysis.** Provides an analysis of the larger industry to which the business will belong. Analyzes key trends and players in the industry. Demonstrates an understanding and awareness of external business conditions.

- **Target Market.** Provides a brief overview of the nature and accessibility of the target market.
- **Competitive Analysis.** Includes an honest and complete analysis of the business' competition. Demonstrates an understanding of the business' relative strengths and weaknesses.
- **Marketing Plan and Sales Strategy.** Demonstrates how the business' product or service will be marketed and sold. Includes both strategic and tactical elements of the marketing and sales approach.
- **Operations.** Provides an overview of the way the business will operate on a day-to-day basis. Includes production processes, physical facility reviews, utilization of technology, and processes followed to ensure delivery of products or services.
- **Management and Organization.** Describes the key participants in the new business venture. Identifies the human resources the business can draw upon either as part of the management team, employee pool, consultants, directors, or advisers and the role each will play in the business' development. Discusses compensation and incentives and details decision-making processes.
- **Long-Term Development.** Gives a clear vision for where the business will be in three, five, or more years. Demonstrates an honest and complete evaluation of the business' potential for success and failure. Identifies priorities for directing future business activities.
- **Financials.** Indicates the accounting methodology to be used by the business. Discusses any assumptions made in projecting future financial results. Presents projections honestly and conservatively.

In addition, many business plans include copies of key supporting documents (e.g., certifications, licenses, tax requirements, codes, etc.) in an appendix. Other examples of these types of documents might include letters of intent or advance contracts, product technical descriptions and/or illustrations, endorsements, etc.

Eligibility

Each state may enter two (2) projects from active local members. Participants must be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Each project may be authored by an individual member or by a team, not to exceed three (3) members. The project must not have been submitted for a previous National Leadership Conference. In the case

of a team project, no more than one (1) member may have competed in this event at a previous National Leadership Conference.

Regulations

Note: Please refer to the [Event Regulations on page V-8](#) at the beginning of this section for additional information.

1. Student members, not advisers, must prepare reports. State and local advisers should serve as consultants to ensure that the reports are well organized, contain substantiated statements, and are written in an acceptable business style.
2. Reports submitted in support of this event must conform to the same guidelines listed under [Event Regulations, Chapter Events—Written Reports found on page V-8](#) of this section.
3. The oral presentation of entries must be conducted by authors of the proposal only. In the case of a proposal submitted by multiple authors, at least one author must be present at the National Leadership Conference to conduct the presentation. No replacement or substitute presenters will be allowed.
4. Visual aids and samples specifically related to the business plan may be used in the presentation. However, no items may be left after the presentation with either the judges or the audience.
5. Advisers may assist delegates during the designated “practice” times for this event. Advisers and members not part of the actual presentation team may not participate during the actual delivery of the presentation, including assisting with setup, distribution of handouts, operation of audiovisual equipment, etc.
6. Proposals may describe proposed business ventures or a current business operation. The business venture must also be currently viable and realistic. The business described must not have been in operation for a period exceeding 12 months prior to the National Leadership Conference. Reports should not be submitted that evaluate ongoing business ventures.

Procedure

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in

the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Preliminary Round—Oral Presentation

The top two chapter reports from each state are eligible to compete at the National Leadership Conference. The reports will be prejudged according to the attached rating sheet.

Up to three (3) members from each local chapter will give a seven-minute (7) oral abstract of the Business Plan. Visual aids and audiovisual equipment may not be used in the preliminary round.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used noting a deduction of five (5) points for any time over 7 minutes.

Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.

The preliminary performance is not open to conference attendees. Scores from the written report as well as the preliminary oral presentation will determine the final rank. The top ten (10) chapters—or an equal number from each group—will proceed to the final round.

Final Round—Oral Presentation

Based on the highest written report scores, a maximum of ten (10) chapters will be selected to make oral presentations at the National Leadership Conference.

A maximum of three (3) members from each local chapter selected for the finals will give an oral presentation at the National Leadership Conference. A maximum time limit of five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. Visual aids may be used; however, the chapter must provide all equipment for the presentation.

A timekeeper will stand at six (6) minutes. When each chapter is finished, the timekeeper will record the time used, noting deductions of five (5) points for any presentation over seven (7) minutes.

Following each oral presentation, the judges may conduct a three-minute (3) question-and-answer period.

The performance is open to conference attendees, except performing participants of this event.



Business Plan

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Executive Summary <ul style="list-style-type: none"> • Convinces reader that business concept is sound and has a reasonable chance of success • Is concise and effectively written 	0	1 – 7	8 – 14	15 – 20	
Company Description <ul style="list-style-type: none"> • Legal form of business • Effective date of business • Company mission statement/vision • Company governance • Company location(s) • Immediate development goals • Overview of company's financial status 	0	1 – 5	6 – 10	11 – 15	
Industry Analysis <ul style="list-style-type: none"> • Description of industry (size, growth rates, nature of competition, history) • Trends and strategic opportunities within industry 	0	1 – 5	6 – 10	11 – 15	
Target Market <ul style="list-style-type: none"> • Target market defined (size, growth potential, needs) • Effective analysis of market's potential, current patterns, and sensitivities 	0	1 – 5	6 – 10	11 – 15	
Competition <ul style="list-style-type: none"> • Key competitors identified • Effective analysis of competitors' strengths and weaknesses • Potential future competitors • Barriers to entry for new competitors identified 	0	1 – 5	6 – 10	11 – 15	
Marketing Plan and Sales Strategy <ul style="list-style-type: none"> • Key message to be communicated identified • Options for message delivery identified and analyzed • Sales procedures and methods defined 	0	1 – 5	6 – 10	11 – 15	
Operations <ul style="list-style-type: none"> • Business facilities described • Production plan defined and analyzed • Workforce plan defined and analyzed • Impact of technology 	0	1 – 5	6 – 10	11 – 15	



Business Plan

Written Report Rating Sheet (cont.)

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content (cont.)					
Management and Organization <ul style="list-style-type: none"> • Key employees/principals identified and described • Board of directors, advisory committee, consultants, and other human resources identified and described • Plan for identifying, recruiting, and securing key participants described • Compensation and incentives plan 	0	1 – 5	6 – 10	11 – 15	
Long-term Development <ul style="list-style-type: none"> • Long-term goals identified and documented • Risks and potential adverse results identified and analyzed • Strategy in place to take business toward long-term goals 	0	1 – 5	6 – 10	11 – 15	
Financials <ul style="list-style-type: none"> • Type of accounting system to be used is identified • Financial projects, including monthly cash flow projection, is identified and reasonable • Financial assumptions clearly identified 	0	1 – 7	8 – 14	15 – 20	
Supporting Documents <ul style="list-style-type: none"> • E.g., works cited page, certifications, licenses, tax requirements, codes, technical descriptions, advance contracts, endorsements, etc. 	0	1 – 5	6 – 10	11 – 15	

Format of Report

Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	

Total Points

/200 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Business Plan

Oral Presentation Rating Sheet *(Revised November 2005)*

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality and diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	

Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 5	6 – 10	11 – 15	
Underlying assumptions explained and supported	0	1 – 3	4 – 7	8 – 10	
Risks and potential adverse results identified, analyzed, and planned for	0	1 – 5	6 – 10	11 – 15	
All aspects of the plan effectively presented	0	1 – 5	6 – 10	11 – 15	
Student evaluation of project effectiveness	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions regarding business start-up logistics	0	1 – 7	8 – 14	15 – 20	

Total Points /100 max.

Time Penalty Deduct five (5) points for presentation over 7 minutes. Time:

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Presentation Score /100 max.

Report Score /200 max.

Final Score /300 max.

Name(s): _____

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

BUSINESSPERSON OF THE YEAR

This national event recognizes outstanding leaders from the business sector who have contributed to the success of Future Business Leaders of America-Phi Beta Lambda on the local, state, or national levels.

Eligibility

Each state may enter one (1) or more persons in the Businessperson of the Year event. Nominees must be members of the business sector, not students or educators.

Regulations

1. The entry form must be completed by the state chairman or designee and must be mailed, with the nominee's biographical sketch to include the bullets under the procedures section, to the FBLA-PBL National Center.
2. Nominees for state and national Businessperson of the Year must be selected in accordance with the regulations of the state chapter and national association.
3. Nominees must be members of the business community. Persons who are full-time employees of educational institutions, students, or departments of education are not eligible for this award; such nominees will be disqualified.

Procedure

Criteria for selection of nominees at the state level should include, but do not have to be limited to,

- Years of participation in FBLA-PBL activities
- Promotion of FBLA-PBL through presentations and seminars
- Contribution to chapter projects and activities
- Financial assistance to and sponsorship of activities for local and/or state chapter(s)

The biographical sketch of each nominee should particularly address the above areas.

National Awards

All nominations received by the national association will be sent a certificate of recognition. Each nominee attending the National Leadership Conference will be recognized during the conference.

C++ PROGRAMMING

Programming is an essential career area that supports today's technology-based society. All programming involves the writing of detailed instructions that direct a computer to perform tasks necessary to process data into information. This event recognizes PBL members who have developed an understanding and proficiency in the writing and development of programs in C++.

Competencies

The written objective test for C++ programming will consist of items related to arrays; computer concepts; word functions including subprocedures or subroutines; programming structures: sequence, decision/selection, and repetition; variables; constants; debugging procedures; types of input and output; and strings.

Eligibility

Each state chapter may enter two (2) participants in the event.

Each participant must be a member of an active local chapter who is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies. The test will be based on the most recent version of the software.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

COMMUNITY SERVICE PROJECT

(Revised November 2005)

This event recognizes PBL chapters that successfully implement community service projects to serve the citizens of their community.

Project Purpose

Reports must describe one chapter project that serves the community. The project must be in the interest of the community and be designed for chapter participation rather than individual participation. Local chapters are encouraged to perform a wide range of service activities, but to focus on one project in detail for this report.

Eligibility

Each state may enter two (2) chapter projects from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Members representing their chapters in the oral presentation portion of this event may compete in an additional individual event.

Procedure

Note: Please refer to the [Event Regulations on page V-8](#) at the beginning of this section for additional information.

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Preliminary Round—Oral Presentation

The top two chapter projects from each state are eligible to compete at the National Leadership Conference. The reports will be prejudged according to the attached rating sheet.

Up to three (3) members from each local chapter will give a seven-minute (7) oral abstract of the project. Visual aids and audiovisual equipment may not be used in the preliminary round.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used noting a deduction of five (5) points for any time over 7 minutes.

Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.

The preliminary performance is not open to conference attendees. Scores from the written as well as the preliminary oral presentation will determine the final rank. The top ten (10) chapters—or an equal number from each group—will proceed to the final round.

Final Round—Oral Presentation

The top ten (10) teams will give an oral presentation.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. The chapter must provide all equipment for the presentation. Visual aids and samples specially related to the project may be used in the final presentation. However, no items may be left with the judges or audience.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.

The performance is open to conference attendees, except performing participants of this event.



Community Service Project

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Purpose of project	0	1 – 5	6 – 10	11 – 15	
<ul style="list-style-type: none"> ■ Statement of project goals ■ Service to the community and its citizens 					
Scope and intensity of project					
<ul style="list-style-type: none"> ■ Planning and development ■ Implementation 	0	1 – 5	6 – 10	11 – 15	
	0	1 – 5	6 – 10	11 – 15	
Benefits to and impact on the community	0	1 – 8	9 – 17	18 – 25	
Evidence of publicity	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	

Total Points **/100 max.**

Penalty Points

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Community Service Project

Oral Presentation Rating Sheet *(Revised November 2005)*

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality and diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	

Explanation of the Project					
Description of project development and strategies used to implement project	0	1 – 8	9 – 17	18 – 25	
Appropriate level of member involvement	0	1 – 3	4 – 7	8 – 10	
Degree of impact on the community and its citizens	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	

Total Points /100 max.

Time Penalty Deduct five (5) points for presentation over 7 minutes. Time:

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Presentation Score /100 max.

Report Score /100 max.

Final Score /200 max.

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

COMPUTER APPLICATIONS

Knowledge of computer applications is a necessity in today's high-tech business world. Employees must be able to apply various computer applications in a business environment utilizing critical thinking and decision making skills. This event provides recognition for PBL members who can efficiently demonstrate computer application skills.

Competencies

Participants should be prepared to complete problems in the following areas, with possible integration:

Word Processing—Participants will be responsible for the production of letters, memorandums, tables, reports, or any other type of word processing problems.

Database—Participants will be responsible for creating a database and applying various functions such as searching, cloning, etc.

Spreadsheets—Participants will be responsible for completing the spreadsheet grid and applying various functions such as move, combine, format, etc. In addition, students will be responsible for creating and applying formulas.

Business Graphics—Participants will be responsible for completing various graphics, including bar, line, pie, exploded pie, or stacked bar.

Presentation—Participants will be responsible for preparing text slides with graphics.

Participants will be responsible for formatting each problem and must recognize the necessity for accurate proofreading. The Format Guide will be used for formatting word processing documents.

Results will be based on accuracy of printed copy.

In addition, participants will complete a written test on their understanding of basic computer terminology and concepts; document formatting rules and standards; grammar, punctuation, spelling and proofreading; and related computer applications knowledge.

Eligibility

Each state may enter two (2) participants who are members of active local chapters, who are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

Note: Please refer to the [Event Regulations on page V-9](#) at the beginning of this section for additional information.

School Site Testing

Two (2) hours will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty.

Word division manuals and dictionaries may be used as reference materials. The Format Guide is allowed as a reference at the test site.

Voice recognition software may be used where appropriate. The local chapter must provide the software.

Calculators are not allowed on the production portion of the test.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skill knowledge.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

The score received on this portion of the event will constitute 15 percent of the final score.

COMPUTER CONCEPTS

The processing of data is important to the successful operation of business. This event provides recognition for PBL members who understand the basic principles involved in computer technology.

Competencies

The written objective test may include questions on basic computer principle, terminology, computer equipment, computer application concepts, networking systems and procedures, and programming concepts.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

DESKTOP PUBLISHING

Knowledge of desktop publishing is vital in many aspects of today's visual business publications. This event provides recognition to PBL members who can most effectively demonstrate skills in the areas of desktop publishing, creativity, and decision making.

Competencies

Participants should be prepared to create, design, and produce useable copy on a computer using desktop publishing software.

In addition, participants will be tested on their understanding and mastery of basic desktop terminology and concepts, desktop application knowledge, desktop layout rules, and proofreading.

Eligibility

Each state may submit two (2) entries. A team of two (2) individuals must create each entry. No member may have competed in this event at a previous National Leadership Conference. The participants must be members of an active local chapter and be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

Note: Please refer to the [Event Regulations on page V-9](#) at the beginning of this section for additional information.

School Site

Two (2) hours will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions. Participants will complete problems that may include application of the following:

- Graphics
- Text creation
- Layout creativity
- Selection of appropriate fonts and type sizes

The team of two participants for this competitive event may use two computers. The participants may also choose to use a scanner and/or clipart. No other equipment may be used. The finished product may be submitted in black and white, or in color on plain paper.

Word division manuals and dictionaries may be used as reference materials.

Voice recognition software may be used where appropriate.

Documents produced for this event must be prepared by the PBL competitors without help from the adviser or any other person. No reference materials may be used other than that provided or specifically allowed by the national association.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skill knowledge. If one team member is not present at the NLC, the other team member may be allowed to take the written test; however, both team members must be registered for the NLC and have taken the production test. The test is a collaborative test.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

The score received on this portion of the event will constitute 15 percent of the final score.



Desktop Publishing

Production Test Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Usability					
Document effectively meets goals of the project	0	1 – 6	7 – 14	15 – 20	
Document addresses appropriate audience and shows good grasp of the concept	0	1 – 2	3 – 4	5	
Information effectively synthesized	0	1 – 2	3 – 4	5	
Technical Features					
Appropriate font selection (i.e., size, font type, mix, leading)	0	1 – 3	4 – 7	8 – 10	
Effective text treatment (i.e., paragraph indents, bullets, hanging indents, alignment, text wrapping)	0	1 – 3	4 – 7	8 – 10	
Effective application of a special effect(s), which may include but is not limited to drop cap, shadowing, reverse type, screens, mirror images	0	1 – 3	4 – 7	8 – 10	
Layout					
Creative, original	0	1 – 3	4 – 7	8 – 10	
Appealing	0	1 – 3	4 – 7	8 – 10	
Selection and effective use of graphic(s)	0	1 – 3	4 – 7	8 – 10	
Overall Effort					
Comprehensive approach to the project Effective use of technology for the task Final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Penalty Points Deduct 2 points for each typographical, spelling, or grammatical error.					
Final Score					/100 max.

Names: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

ECONOMIC CONCEPTS

(formerly Economics)

This event provides recognition for PBL members who can identify, understand, and apply economic principles to contemporary social, political, and ecological problems.

Competencies

The written objective test may include questions on economic principles related to the policies and goals of the United States economy and a comparison of the American economic system to other systems. Topics covered may include comparative economic systems, supply and demand, competition, monetary and fiscal policy, government and tax regulations, pricing, profits, environmental issues, and labor relations.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

EMERGING BUSINESS ISSUES

(Revised November 2005)

This event provides PBL members with an opportunity to develop and demonstrate skills in researching and presenting an emerging business issue. The event is based on team rather than individual participation. In addition to learning research skills, team participants develop speaking ability and poise through oral presentations.

2006 National Leadership Conference Topic

The topic to be researched and presented during the 2006 National Leadership Conference will be:

On August 14, 1935, President Franklin D. Roosevelt signed the Social Security Act, which included a number of social programs, including unemployment compensation, the Aid to Dependent Children program, aid to the states for health and welfare programs, and retirement benefits for workers. The first regular monthly payments for Social Security began in 1940.

President George W. Bush has proposed a plan to privatize a portion of Social Security through the establishment of personal retirement accounts for people born after 1950. Be prepared to argue the affirmative, that the government should privatize Social Security by allowing certain individuals to establish personal retirement accounts or the negative that government should not reform the current Social Security.

Participants will be expected to research the topic prior to the conference and to be prepared to present either an affirmative or negative argument, based on random selection at the NLC.

Ideally this topic will also be used for competition at the state level. Chapters should check with their state adviser to confirm the topic to be used for their state competition.

Eligibility

Each state may enter two (2) teams, comprised of active local members. Participants must be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Each team must be composed of two to three (2–3) members. No more than one (1) team member may have competed in this event at a prior NLC.

Procedure

General Information

Each team's presentation must be the result of their own, independent work. Facts and working data may be secured from any source. The student members, not advisers, must prepare presentations. All members of the team must participate in the advance research of the topic and in the actual presentation.

Teams will be permitted to bring to the preparation and presentation areas prepared notes written/printed on note cards. Teams will be provided one blank note card per participant which can also be used in the final preparations.

Books, other bound materials, and props will not be allowed.

A lectern will be available. No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries. The order of performance will be drawn at random by an impartial person in the event office.

Ten (10) minutes before their presentation time, team members will draw to determine whether they will present an affirmative or negative argument. Teams will then have five (5) minutes to finalize their preparations.

Each presentation may last no more than five (5) minutes. Following each oral presentation, the judges may conduct a five (5) minute question-and-answer period during which the presenters should be prepared to defend their affirmative or negative argument.

A timekeeper will stand at four (4) minutes. When the presentation is finished, the time used will be recorded, noting a deduction of five (5) points for any presentation over five (5) minutes. All performances are open to conference attendees, except performing participants of this event.

A maximum of fifteen (15) finalists—or an equal number of participants from each group—will be scheduled for the final round.

Final Round

The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Emerging Business Issues

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Knowledge of Topic					
Understanding of issue/topic	0	1 – 3	4 – 7	8 – 10	
Flow and logic of content	0	1 – 7	8 – 14	15 – 20	
Quality of evidence	0	1 – 7	8 – 14	15 – 20	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Presentation Skills					
Voice, grammar, and articulation	0	1 – 2	3 – 4	5	
Teamwork	0	1 – 2	3 – 4	5	
Ability to Take a Position					
Persuasiveness	0	1 – 7	8 – 14	15 – 20	
Relevance of arguments	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Time Penalty Deduct five (5) points for presentation over 5 minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed. _____					
Final Score					/100 max.

Check one: ☐ Affirmative presentation ☐ Negative presentation

Names: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FINANCIAL CONCEPTS

(formerly Finance)

Social, political, legal, and technical aspects of financial development, and management are essential elements for contemporary study in business finance. This event provides recognition for PBL members who understand financial models and techniques used in reaching effective financial decisions.

Competencies

The written objective test may include questions on financial instruments and institutions available to managers and on understanding of financial policies. Topics covered may include financial instruments and institutions, capital budgeting, commercial banking, financial decision making, money markets, dividend policy, financial statistics, leverage, taxation policy, valuation models, merger analysis, regulatory changes, securities market, and international finance.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided or participant may bring a financial calculator.

FUTURE BUSINESS EXECUTIVE

The event honors outstanding PBL members who have demonstrated leadership qualities, participation in PBL, executive potential, and evidence of knowledge and skills essential for successful careers in business.

Competencies

This event consists of four (4) parts:

■ Letter of Application and Resume

Participants will submit an application letter and resume as if they were applying for employment in a position of their choice. This position must be one that they are currently qualified for, or that they will be qualified for at the end of the current academic year.

■ Writing Exercise

Participants will complete a writing exercise. The exercise may include a typical business memo, letter, or other business correspondence.

■ Objective Test

The written objective test may include questions on management, accounting, business law, economics, finance, communication techniques, marketing, computer concepts, PBL knowledge, organizational development, and parliamentary procedure.

■ Interviews

Eligibility

Each state may enter two (2) participants who are members of an active local chapter and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

This event consists of four (4) parts: submission of a letter of application with a resume, completion of a writing exercise, completion of an objective test, and participation in a simulated interview(s).

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

1. A one-page letter of application (original or copy) for a position for which the applicant is currently qualified, addressed to a specific person and company.
2. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.

All copies of the above materials must be submitted in a single, standard file folder. The tab of the folder must be labeled with the participant's name, state, and event title. Include the participant's name on all pages submitted. The letter of application and resume must be submitted prior to the National Leadership Conference and submitted by the state chairman or designee to the national center.

Participants failing to submit materials by the stated deadline will be disqualified.

A deduction of up to ten (10) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.

Letter of Application and Resume

A letter of application and resume must be submitted. These materials must support an application for a position for which the participant is currently qualified, or for which the participant will be qualified at the end of the current academic year.

Objective Test

A one-hour (1) written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

Writing Exercise

Each participant must complete a writing exercise at the National Leadership Conference. No reference materials may be used. Thirty minutes will be allowed for this portion of the event.

Participants must furnish their own pens and pencils.

Initial Interviews

Participants will be divided into groups, depending on the number of entries. Each participant will be scheduled for a ten-minute (10) initial interview.

Professionals from business will conduct the interviews. The interview times will be drawn at random by an impartial person in the event office.

Judges will be given copies of all participants' application materials. No other items may be brought to the interview or left with the judges.

The objective test score, writing exercise score, and application materials will be used along with the initial interview to determine who is eligible for a final interview.

In the event that fewer than 20 participants register for this event, the final round may be eliminated and winners selected based on the combined scores from the objective test, the writing exercise, and application materials along with the initial interview.

Final Interviews

Based on the written test, letter of application and resume, writing exercise, and the initial interview, a maximum of fifteen (15) finalists—or an equal number from each group—will be scheduled for a second interview.

Participants will be assigned times at random for their final fifteen-minute (15) interview.

National winners are determined on the basis of the final interview score only. In case of a tie, the application materials will be used to determine the winner.



Future Business Executive

Interview Rating Sheet—Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Poise, maturity, and attitude	0	1 – 5	6 – 10	11 – 15	
Self-confidence, initiative, and assertiveness	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 5	6 – 10	11 – 15	
Professional appearance	0	1 – 5	6 – 10	11 – 15	

Leadership Ability/Executive Potential					
Participation/leadership in FBLA-PBL	0	1 – 5	6 – 10	11 – 15	
Participation in other school and/or community organizations	0	1 – 3	4 – 7	8 – 10	
Demonstration of outstanding achievement	0	1 – 3	4 – 7	8 – 10	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	

Writing Exercise and Application Materials					
Effectiveness of writing exercise	0	1 – 7	8 – 14	15 – 20	
Effectiveness of application materials (resume and letter of application)	0	1 – 5	6 – 10	11 – 15	
Clear and precise presentation including correct grammar, punctuation, spelling, and use of an acceptable business format	0	1 – 2	3 – 4	5	

Interview Points **/150 max.**

Penalty Points Deduct up to ten (10) points for failure to fully follow the guidelines.

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Objective Test Score **/100 max.**

Final Score **/250 max.**

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Future Business Executive

Interview Rating Sheet—Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Poise, maturity, and attitude	0	1 – 3	4 – 7	8 – 10	
Self-confidence, initiative, and assertiveness	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 5	6 – 10	11 – 15	
Professional appearance	0	1 – 3	4 – 7	8 – 10	

Leadership Ability/Executive Potential

Participation/leadership in FBLA-PBL	0	1 – 5	6 – 10	11 – 15	
Participation in other school and/or community organizations	0	1 – 3	4 – 7	8 – 10	
Demonstration of outstanding achievement	0	1 – 3	4 – 7	8 – 10	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	

Interview Points

/100 max.

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Application Materials (During final round, this score is considered only to break a tie.)

Final Score

/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

FUTURE BUSINESS TEACHER

This event honors outstanding PBL members who demonstrate teaching potential, leadership qualities, and evidence of knowledge and skills essential for successful careers in teaching business and/or marketing subjects.

Competencies

These events consist of four (4) parts:

■ Letter of Application, Resume, and Letter of Recommendation

Participants will submit an application letter and resume as if they were applying for employment in a teaching position of their choice. A recommendation from an educator must also be included.

■ Writing Exercise

Participants will complete a writing exercise. The exercise may include a typical business memo, letter, or other business correspondence.

■ Objective Test

The written objective test may include questions on teaching methodology; computer applications; technology concepts; basic business fundamentals such as economics, business law, management, communication techniques, marketing, and accounting; basic parliamentary procedures; PBL knowledge; and professional ethics and standards.

■ Interviews

Eligibility

Each state may enter two (2) participants who are members of an active local chapter and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

This event consists of four (4) parts: submission of a letter of application with a resume and recommendation letter, completion of a writing exercise, completion of an objective test, and participation in a simulated interview(s).

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

1. A one-page letter of application (original or copy) for a teaching position, addressed to the appropriate person in an educational institution.
2. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.

3. A recommendation (original or copy) from an educator attesting to the participant's potential teaching ability.

All copies of the above materials must be submitted in a single, standard file folder. The tab of the folder must be labeled with the participant's name, state, and event title. Include the participant's name on all pages submitted.

The materials must be submitted prior to the National Leadership Conference and submitted by the state chairman or designee to the national center.

Participants failing to submit materials by the stated deadline will be disqualified.

A deduction of up to ten (10) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.

Letter of Application, Resume, and Letter of Recommendation

A letter of application and resume must be submitted. These materials must support an application for a teaching position for which the participant is currently qualified, or for which the participant will be qualified at the end of the current academic year.

The letter of recommendation must be from an educator indicating your desire to teach.

Objective Test

A one-hour (1) written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

Writing Exercise

Each participant must complete a writing exercise at the National Leadership Conference. No reference materials may be used. Thirty minutes will be allowed for this portion of the event.

Participants must furnish their own pens and pencils.

Initial Interviews

Participants will be divided into groups, depending on the number of entries. Each participant will be scheduled for a ten-minute (10) initial interview.

Professionals from business and education will conduct the interviews. The interview times will be drawn at random by an impartial person in the event office.

Judges will be given copies of all participants' application materials. No other items may be brought to the interview or left with the judges.

The objective test score, writing exercise score, and application materials will be used along with the initial interview to determine who is eligible for a final interview.

In the event that fewer than 20 participants register for this event, the final round may be eliminated and winners selected based on the combined scores from the objective test, the writing exercise and application materials, and the initial interview.

Final Interviews

Based on the written test, letter of application, resume, recommendation letter, writing exercise, and the initial interview, a maximum of fifteen (15) finalists—or an equal number of participants from each group—will be scheduled for a final interview.

Participants will be assigned times at random for their final fifteen-minute (15) interview.

National winners are determined on the basis of the final interview score only. In case of a tie, the application materials will be used to determine the winner.



Future Business Teacher

Interview Rating Sheet—Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Poise, maturity, and attitude	0	1 – 5	6 – 10	11 – 15	
Self-confidence, initiative, and assertiveness	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 5	6 – 10	11 – 15	
Professional appearance	0	1 – 5	6 – 10	11 – 15	

Leadership Ability/Teaching Potential					
Evidence of skills for teaching business	0	1 – 3	4 – 7	8 – 10	
Participation/leadership in FBLA-PBL	0	1 – 3	4 – 7	8 – 10	
Participation in other school and/or community organizations	0	1 – 3	4 – 7	8 – 10	
Demonstration of outstanding achievement	0	1 – 3	4 – 7	8 – 10	
Career knowledge and career plans	0	1 – 3	4 – 7	8 – 10	

Writing Exercise and Application Materials					
Effectiveness of writing exercise	0	1 – 7	8 – 14	15 – 20	
Effectiveness of application materials (resume and letter of application)	0	1 – 5	6 – 10	11 – 15	
Clear and precise presentation including correct grammar, punctuation, spelling, and use of an acceptable business format	0	1 – 2	3 – 4	5	

Interview Points /150 max.

Penalty Points Deduct up to ten (10) points for failure to fully follow the guidelines.

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Objective Test Score /100 max.

Final Score /250 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Future Business Teacher

Interview Rating Sheet—Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Interview					
Poise, maturity, and attitude	0	1 – 3	4 – 7	8 – 10	
Self-confidence, initiative, and assertiveness	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 5	6 – 10	11 – 15	
Professional appearance	0	1 – 3	4 – 7	8 – 10	
Leadership Ability/Teaching Potential					
Evidence of skills for teaching	0	1 – 3	4 – 7	8 – 10	
Participation/leadership in FBLA-PBL	0	1 – 3	4 – 7	8 – 10	
Participation in other school and/or community organizations	0	1 – 3	4 – 7	8 – 10	
Demonstration of outstanding achievement	0	1 – 3	4 – 7	8 – 10	
Career knowledge and career plans	0	1 – 3	4 – 7	8 – 10	
Interview Points					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Application Materials (During final round, this score is considered only to break a tie.)					
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

GOLD SEAL CHAPTER AWARD OF MERIT

Hollis and Kitty Guy Award

The Hollis and Kitty Guy Award recognizes outstanding local chapters that have actively participated in projects and programs identified with the goals of FBLA-PBL.

Eligibility

Active local chapters must be nominated by the state chairman and be on record in the FBLA-PBL national center as having paid dues by April 15 of the current school year.

Regulations

1. The state chairman or designee must complete the entry form and certify that the chapters listed have met the Gold Seal Award of Merit suggested criteria.
2. Each state may select two (2) chapters or up to 15 percent of its total number of active local chapters, whichever is greater. (If the percentage results in a fractional number, it is rounded to the next higher number—i.e., 3.2 or 3.6 would be 4.)
3. Prior to nomination, each local chapter must submit a copy of the Local Chapter Annual Business Report to the state chairman.
4. If no state chapter exists, nominations must be made directly to the national center.

Procedure

The suggested criteria for the Gold Seal Chapter Award of Merit serve as a guide for the state chapter in the evaluation process. Criteria may include:

- Paid state and national dues by October 20
- Conducted projects or programs identified with the goals of FBLA-PBL
- Recruited professional members
- Sent representatives to PBL conferences sponsored by the state chapter and national association
- Participated in the PBL CMAP Program
- Encouraged other schools to organize FBLA or PBL chapters
- Participated in state and national project(s) for the current year
- Planned visits to business and industry

- Conducted financial development projects, if allowed by school administration
- Invited businesspersons and other professionals to become involved in chapter activities
- Promoted FBLA-PBL
- Conducted a public relations program in the school and community and documented the activities with newspaper clippings and reports of radio/TV coverage

Upon receipt of nominations, the national office records will be audited for adherence to the regulations.

National Awards

The number of nominations verified by the national office determines the number of awards presented at the National Leadership Conference.

HOSPITALITY MANAGEMENT

Hospitality is an important aspect of business and society. This area includes involvement in the hotel, restaurant, and tourism industry. This event provides recognition to PBL members who have the ability to help other people enjoy both leisure and business travel and events.

Competencies

The written objective test may include questions on marketing, operations, human resources, budgeting and cost control, customer service, hospitality law, strategic planning, and financial management.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

HUMAN RESOURCE MANAGEMENT

Managing human resources is an important aspect of the business world. Planning is necessary to ensure and anticipate future personnel needs and to secure the needs and rights of the people resources. This event recognizes PBL members who understand the techniques and skills involved in human resource management.

Competencies

The written objective test may include questions on recruiting and selection, compensation and benefits, training and development, legal and regulatory issues, organizational development, employee appraisal, human resource planning, and labor and management relations.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

IMPROMPTU SPEAKING

(Revised November 2005)

The ability to express one's thoughts without prior preparation is a valuable asset, as are poise, self-confidence, and organization of facts. This event recognizes PBL members who develop qualities of business leadership by combining quick and clear thinking with conversational speaking.

Competencies

Participant will be given a topic related on one or more of the following: FBLA-PBL Goals, FBLA-PBL activities, FBLA-PBL current national programs, current events, and/or relevant business topics.

Eligibility

Each state may enter two (2) participants who are a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

General Information

One (1) 4" x 6" index card will be given to each participant and may be used during the preparation and performance. Information may be written on both sides of the note card. Participants must furnish their own pens and pencils.

The speech should be four (4) minutes in length.

No reference materials may be brought to or used during the preparation or presentation.

A lectern will be available. No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries.

Participants must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Participants will be sequestered until their preparation times. The order of performance will be drawn at random by an impartial person in the event office.

Participants will be allowed ten (10) minutes to prepare their speeches prior to appearing before the judges.

Any notes made during the preparation time may be used when speaking. The note card must be submitted to the event administrator at the conclusion of the speech. Information may be written on both sides of the note card.

At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be four (4) minutes in length. A timekeeper will stand at three (3) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 3:31 or over 4:29.

All performances are open to conference attendees, except performing participants of this event.

A maximum of fifteen (15) finalists—or an equal number of participants from each group—will be scheduled for the final round.

Final Round

Finalists must report for instructions thirty (30) minutes prior to the time of the first scheduled speech. Finalists will be sequestered until their preparation times. The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Impromptu Speaking

Performance Rating Sheet

☐ Preliminary Round☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to the topic	0	1 – 5	6 – 10	11 – 15	
Purpose clearly stated	0	1 – 3	4 – 7	8 – 10	
Suitability and accuracy of statements	0	1 – 2	3 – 4	5	
Organization					
Topic adequately developed	0	1 – 3	4 – 7	8 – 10	
Logical sequence of ideas	0	1 – 3	4 – 7	8 – 10	
Accomplishment of purpose	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 3	4 – 7	8 – 10	
Appropriate gestures and eye contact	0	1 – 3	4 – 7	8 – 10	
Confidence	0	1 – 2	3 – 4	5	
Professional appearance	0	1 – 2	3 – 4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.
Time Penalty Deduct five (5) points for presentation under 3:31 or over 4:29 minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed. _____					
Final Score					/100 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____

INFORMATION MANAGEMENT

Information is a fundamental resource of a business organization. Employees must understand the impact of technology on the efficient processing of information. This event provides recognition for PBL members who demonstrate knowledge in the areas of information management, decision making, human relations, and time management.

Competencies

The written objective test may include questions on administrative management, information processing, business communications, business ethics, human relations, records management, telecommunications, business equipment, networking technology, reprographics, and time management.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

INTERNATIONAL BUSINESS

This event recognizes PBL members who demonstrate knowledge of the basic principles of management, marketing, and economics of international business.

Competencies

The written objective test may include questions on ownership and management, legal issues, communication (including culture and language), global business environment, treaties and trade agreements, marketing, taxes and government regulations, finance, currency exchange, and human resource management.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

JAVA PROGRAMMING

Programming is an essential career area that supports today's technology-based society. All programming involves the writing of detailed instructions that directs a computer to perform tasks necessary to process data into information. This event recognizes PBL members who have developed an understanding and proficiency in the writing and development of programs in Java.

Competencies

The written objective test for Java programming will consist of items related to menu and arrays; window controls; computer concepts; word functions including subprocedures or subroutines; programming structures: sequence, decision/selection, and repetition; variables; constants; debugging procedures; types of input and output; and graphical user interface.

Eligibility

Each state chapter may enter two (2) participants in the event.

Each participant must be a member of an active local chapter who is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies. The test will be based on the most recent version of the software.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

JOB INTERVIEW

(Revised November 2005)

This event recognizes PBL members who demonstrate proficiency in applying for employment in business.

Competencies

Participants will apply for a position at Merit Corporation. Merit Corporation is a large fictional national corporation headquartered in Washington, DC. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be commensurate with experience and education. Merit Corporation is an equal opportunity employer.

This event consists of four (4) parts:

- **Letter of Application and Resume**
- **Job Application Form**
- **Writing Exercise**
Participants will complete a writing exercise. The exercise may include a typical business memo, letter, or other business correspondence.
- **Interviews**

Eligibility

Each state may enter two (2) participants who are a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

This event consists of four (4) parts: submission of a letter of application with a resume, completion of a job application form, completion of a writing exercise, and participation in a simulated interview(s).

Pre-Conference Requirements

The state chairman or designee must submit six (6) copies of the following items:

1. A one-page letter of application (original or copy) from the participant addressed to:
Dr. Terry E. Johnson, Director
Human Resources
Merit Corporation
1640 Franklin Place
Washington, DC 20041
2. A brief resume (original or copy) not to exceed two (2) pages. Photographs are not allowed.

All copies of the above materials must be submitted in a single, standard file folder. The tab of the folder must be labeled with the participant's name, state, and event title. Include participant's name on all pages submitted. The letter of application and resume must be submitted prior to the National Leadership Conference and submitted by the state chairman or designee to the national center.

A deduction of up to ten (10) points will be made from the score of participants who submit materials by the stated deadline but do not adhere to the event guidelines for the submission of proper materials.

Student members, not advisers, must prepare the letters of application and resumes. State and local advisers should serve as consultants to ensure that the letters of application and resumes are well organized, contain substantiated statements, and are written in a business style.

Letter of Application and Resume

A letter of application and resume must be submitted. Each participant must apply for a business or business-related job with Merit Corporation. The job must be one for which he/she is now qualified or for which he/she will be qualified at the completion of the current school year.

Application and Writing Exercise

Each participant must complete a job application form and a writing exercise at the National Leadership Conference. The participant may bring an additional copy of his/her resume and a one-page sheet of references to assist in completion of the job application form. No other reference materials may be used.

Participants must furnish their own pens and pencils.

One hour will be allowed for this portion of the event: thirty (30) minutes for the application form and thirty (30) minutes for the writing exercise.

Initial Interviews

Participants will be divided into groups for the initial interviews, depending on the number of participants.

Participants will be scheduled for a ten-minute (10) initial interview.

Based upon the initial interview, letter of application and resume, and application form a maximum of fifteen (15) finalists—or an equal number from each

group—will be selected for a final interview. Professionals from business will conduct the interview. The interview times will be drawn at random by an impartial person in the event office.

Judges will be provided with a copy of each participant's application materials. No additional items can be brought into the interview or left with the judges.

Final Interviews

Participants will be assigned times at random for their final fifteen-minute (15) interview.

All other procedures as outlined for the preliminary interviews will be followed for the final interview.

National winners are determined on the basis of the final interview scores only. In the case of a tie, the application materials will be used to determine the winners.



Job Interview

Interview Rating Sheet—Preliminary Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation					
Professional appearance	0	1 – 5	6 – 10	11 – 15	
Proper greeting, introduction, and closing	0	1 – 5	6 – 10	11 – 15	
Initiative and assertiveness	0	1 – 5	6 – 10	11 – 15	

Interview					
Demonstrates the ability to understand and respond to interview questions	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 7	8 – 14	15 – 20	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	
Qualifications for the job	0	1 – 5	6 – 10	11 – 15	

Application Materials					
Effectiveness of writing exercise and application including clear and precise presentation including correct grammar, punctuation, spelling, and use of an acceptable business format.	0	1 – 7	8 – 14	15 – 20	
Effectiveness of resume and cover letter including clear and precise presentation including correct grammar, punctuation, spelling, and use of an acceptable business format.	0	1 – 7	8 – 14	15 – 20	

Interview Points /150 max.

Penalty Points Deduct up to ten (10) points for failure to fully follow the guidelines.

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Total Points /150 max.

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Job Interview

Interview Rating Sheet—Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Presentation					
Initiative and assertiveness	0	1 – 3	4 – 7	8 – 10	
Proper greeting, introduction, and closing	0	1 – 5	6 – 10	11 – 15	
Professional appearance	0	1 – 3	4 – 7	8 – 10	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1 – 5	6 – 10	11 – 15	
Communication skills	0	1 – 7	8 – 14	15 – 20	
Career knowledge and career plans	0	1 – 5	6 – 10	11 – 15	
Qualifications for the job	0	1 – 5	6 – 10	11 – 15	
Interview Points					/100 max.
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Application Materials (During final round, this score is considered only to break a tie.)					
Final Score					

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

LOCAL CHAPTER ANNUAL BUSINESS REPORT

Hamden L. Forkner Award

Business reports are used extensively to inform management, staff, stockholders, and the general public about all aspects of the business. The Hamden L. Forkner Award recognizes PBL chapters that effectively summarize their year's activities. The event provides participants with valuable experience in preparing annual business reports.

Report Purpose

The report should summarize the activities of the local chapter between the start of the previous State Leadership Conference and the start of the current State Leadership Conference. Projects used for other PBL reports may be included. The report should include the chapter's profile, productivity, recognition, and business procedures.

Eligibility

Note: Please refer to the [Event Regulations on page V-8](#) at the beginning of this section for additional information.

Each state may submit two (2) reports from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

MANAGEMENT CONCEPTS

(formerly Management)

For success in the business as either an employee or an entrepreneur, the professional manager must build a solid foundation of business knowledge including its operation and its management. This event provides recognition for PBL members who possess knowledge of management principles.

Competencies

The written objective test may include questions on controlling, decision making, directing, employee motivation theories, planning, organizing, business environment, communication techniques, group dynamics, leadership, organizational structure, policies and strategies, staffing, and basic statistics.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

MARKETING CONCEPTS

(formerly Marketing)

Marketing involves the distribution of products and services to the consumer. This event provides recognition for PBL members who possess knowledge of the basic principles of marketing.

Competencies

The written objective test may include questions on basic marketing including price, product, place, and promotion; marketing concepts and strategies; international marketing; legal and social aspects; and marketing research.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.



Local Chapter Annual Business Report

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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Chapter Profile

Letter to chapter membership (stockholders)	0	1 – 3	4 – 7	8 – 10	
<ul style="list-style-type: none"> • Number of members • Size of school and community • When and where the chapter was organized 					

Productivity

Recruitment of members and chapters	0	1 – 2	3 – 4	5	
Leadership development for officers and members	0	1 – 3	4 – 7	8 – 10	
Preparation of students for business careers	0	1 – 2	3 – 4	5	
Service to the school and community	0	1 – 3	4 – 7	8 – 10	
Cooperation with business, professional, and service groups	0	1 – 2	3 – 4	5	
Participation in public relations activities	0	1 – 2	3 – 4	5	
Support of PBL national and state projects	0	1 – 2	3 – 4	5	
Attendance and participation at state and nationally sponsored conferences	0	1 – 2	3 – 4	5	

Recognition

For PBL competitive events and activities	0	1 – 2	3 – 4	5 – 6	
For school, community, business, and industry activities	0	1 – 2	3	4	

Businesslike Procedures

Chapter management and organization	0	1 – 2	3 – 4	5	
Financial development, including fundraising and financial statement	0	1 – 2	3 – 4	5	

Format of Report

Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 2	3 – 4	5	
Design and graphics	0	1 – 2	3 – 4	5	

Total Points

/100 max.

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

MULTIMEDIA PRESENTATION

Using technology to support a presentation can significantly enhance a business leader's effectiveness. This event provides recognition for PBL members who demonstrate the ability to effectively use presentation technologies and software to prepare and deliver their message.

2006 National Leadership Conference Topic

The topic to be developed in this presentation and submitted for competition at the 2006 National Leadership Conferences will be:

Create a multimedia presentation that teaches people about ways to prevent identity theft. Include information on what you can do to prevent identity theft, what you can do to lessen the impact if you are a victim, and what you can do once you discover you're a victim. Include statistics in your presentation, as well as a list indicating ways that an individual's identity can be stolen.

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state adviser to confirm the topic to be used for their state competition.

The presentation should include elements such as graphics, pictures, music and special effects, sound, text, and transitions.

Eligibility

Each state may submit two (2) entries. Entries may be created by an individual member or by a team, not to exceed three (3) members. Participants must be members of an active local chapter and be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous National Leadership Conference.

Regulations

Note: Please refer to the [Eligibility Guidelines on page V-7](#) at the beginning of this section for additional information.

1. Student members, not advisers, must prepare presentations. State and local advisers should serve as consultants to ensure that the presentations are well organized, contain substantiated statements, and are developed in an acceptable business style.
2. Presentations should be clearly labeled with the name of the student participants and their school name, city, and state.

Procedure

Prejudged Project

1. Presentations must address the given topic. Entries will be judged according to the rating sheet.
2. Presentations should be at least two (2) and no more than four (4) minutes in length.
3. Presentations may be submitted using a CD or DVD. Remember, this is not a video production event.
4. Entries may be submitted in any multimedia program, but must include a player for that program.
5. Entries must be accompanied by a readme file (300 words or less) noting software used, source of information, and instructions on running the presentation.

Oral Presentation

Based on the highest prejudged project scores, a maximum of ten (10) individuals or teams will be selected to make an oral presentation at the National Leadership Conference.

The oral presentation is an explanation of the Multimedia Presentation. The multimedia presentation should be shown to the judges, and the oral presentation should follow based on the rating sheet criteria. The explanation should include, but not be limited to

- development of the topic
- development and design process
- use and implementation of innovative technology
- use and development of media elements
- copyright issues with pictures, music, etc.

A windows-based computer, projection device, and screen will be provided for the oral presentation. No other equipment is allowed.

The individual or team has nine (9) minutes to present. Setup time is included in the total presentation time. A timekeeper will stand at eight (8) minutes. When each individual or team is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over 9 minutes. Following each oral presentation, the judges may conduct a five-minute (5) question-and-answer period during which the presenters should be prepared to defend all aspects of their multimedia presentation.

The performance is open to all conference attendees, except performing participants of this event.



Multimedia Presentation

Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Presentation clearly related to assigned theme	0	1 – 3	4 – 7	8 – 10	
Elements included in presentation are suitable and appropriate	0	1 – 3	4 – 7	8 – 10	
Copyright laws have been followed and permissions are cited in the presentation	0	1 – 3	4 – 7	8 – 10	
Presentation is clear and concise	0	1 – 2	3 – 4	5	
Proper use of grammar, spelling, punctuation, etc.	0	1 – 2	3 – 4	5	
Read Me file	0	1 – 2	3 – 4	5	
Presentation					
Audio and visual elements coordinated and complementary	0	1 – 3	4 – 7	8 – 10	
Transitions are effective and appealing	0	1 – 3	4 – 7	8 – 10	
Presentation includes identifiable opening, body, and conclusion	0	1 – 2	3 – 4	5	
Graphics enhance overall quality of presentation	0	1 – 3	4 – 7	8 – 10	
Presentation uses effective balance of text and graphics	0	1 – 3	4 – 7	8 – 10	
Presentation effective at motivating audience to action	0	1 – 3	4 – 7	8 – 10	
Total Score				/100 max.	
Time Penalty Deduct five (5) points for presentation over 4 minutes. Time: _____					
Final Score				/100 max.	

Name(s): _____

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____



Multimedia Presentation

Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Explanation on the development of the topic in the presentation	0	1 – 3	4 – 7	8 – 10	
Explanation of the development and design process	0	1 – 7	8 – 15	16 – 20	
Explanation of the use and the implementation of innovative technology	0	1 – 7	8 – 15	16 – 20	
Explanation of the use and development of media elements (graphics, video, audio, etc.)	0	1 – 7	8 – 15	16 – 20	
Explanation of the proper documentation of pictures, audio, etc.	0	1 – 3	4 – 7	8 – 10	
Organization of oral presentation	0	1 – 3	4 – 7	8 – 10	
Oral presentation delivery, including voice and self-confidence	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 2	3 – 4	5	
Total Score					/100 max
Time Penalty Deduct five (5) points for presentation over 9 minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed. _____					
Prejudged Media					/100 max
Final Score					/200 max

Name(s): _____

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: _____

NETWORK DESIGN

(Revised November 2005)

The ability to evaluate the needs of an organization and then design and implement network solutions is a valuable skill in today's connected workplace. This event provides recognition for PBL members who demonstrate an understanding of and ability to apply these skills.

Competencies

The written objective test may include questions on network installation—planning, configuration, and topology; problem solving and troubleshooting; network administrator functions; configuring network resources and services; configuration of Internet resources; security; and backup and disaster recovery.

Objective Test

The written objective test may include questions on the topics listed in the competencies section above.

Case Study

Participants will be given a case study outlining a small business and its computing environment and needs. Participants will then be required to analyze the situation and recommend a network solution to address the issues raised in the case study.

Eligibility

Each state may enter two (2) teams composed of two (2) to three (3) members. One (1) team member may have entered this event at a previous National Leadership Conference. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

Note: Please refer to the [Eligibility Guidelines on page V-7](#) at the beginning of this section for additional information.

Objective Test

A one-hour written objective test will be administered based on the previously listed competencies. Team members will take one objective test collaboratively.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

The ten (10) teams with the highest score will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office.

Case Study

Members of the ten (10) finalist teams will meet for instructions and time assignments 45 minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance time. Thirty (30) minutes before their performance, each team will receive the case study.

Two (2) 4" x 6" index cards will be provided for each participant and may be used during the preparation and presentation. Information may be written on both sides of the note cards. In addition, teams will be provided with flip chart presentation sheets on which to present their proposed solution.

No reference materials or visual aids other than those created during the preparation time can be used during the preparation or presentation portions of this event.

The team has fifteen (15) minutes to present their solution to the judges.

One member should introduce the team and describe or summarize the case study. All team members must participate in the presentation. Team members will be allowed to use their note cards and flip chart sheets in explaining their recommendations and rationale to the judges.

A timekeeper will stand at fourteen (14) minutes. When each team has finished, the time used will be recorded. A five (5) point deduction will be made for presentations over fifteen (15) minutes. A maximum of five (5) additional minutes will be allowed for questions from the judges. Participants should be prepared to defend their recommendations and respond to questions from the judges.

Case study presentations are open to conference attendees, except performing participants in this event.



Network Design

Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery of Presentation					
Voice quality and diction	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance	0	1 – 3	4 – 7	8 – 10	
Self-confidence and assertiveness	0	1 – 3	4 – 7	8 – 10	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	

Content and Recommendation					
Described the situation	0	1 – 3	4 – 7	8 – 10	
Issued a solution or recommendation	0	1 – 3	4 – 7	8 – 10	
Used correct terminology	0	1 – 5	6 – 10	11 – 15	
Effectiveness of the strategy presented	0	1 – 8	9 – 17	18 – 25	

Technology					
System appropriate for size of business	0	1 – 5	6 – 10	11 – 15	
Technology is currently available	0	1 – 3	4 – 7	8 – 10	
Future needs are considered	0	1 – 3	4 – 7	8 – 10	
Meets the needs of the company	0	1 – 5	6 – 10	11 – 15	

Total Score /150 max.

Time Penalty Deduct five (5) points for presentation over 15 minutes. Time:

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Final Score /150 max.

Written Test Score (To be used only in the event of a tie.)

Names: _____

School(s): _____

City: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

NETWORKING CONCEPTS

Acquiring a high level of familiarization and proficiency in working on and with networks is essential in today's connected workplace. This event provides recognition for PBL members who have an understanding of network technologies.

Competencies

The written objective test will consist of questions on general network terminology, equipment for Internet access, problem solving/troubleshooting, network operating system terminology, OSI model and functionality, and network topologies and connectivity.

Business Education Curriculum Standards:

Information Technology, Management

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by March 1 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

PARLIAMENTARY PROCEDURE

(Revised November 2005)

Dorothy L. Travis Award

The Dorothy L. Travis Award recognizes PBL members who demonstrate knowledge of the principles of parliamentary procedure. This event is based on team rather than individual competition. Team participants develop speaking ability and poise through competitive performance.

Competencies

This event is composed of two (2) parts:

Objective Test

The majority of the written objective test will consist of parliamentary procedure principles with additional questions on the PBL National Bylaws. Through a partnership with the National Association of Parliamentarians (NAP), questions for the parliamentary procedure principles section will be drawn from NAP's official test bank.

Performance

The case problem will be given to simulate a regular chapter meeting.

The examination and performance criteria for this event will be based on *Roberts's Rules of Order, Newly Revised* (Copyright 2000.)

Eligibility

Each state may enter two (2) teams, which must be composed of four (4) or five (5) persons—a president, vice president, secretary, treasurer, and an additional member. Two (2) members may have participated previously in this event. Team members may be from one or more active local chapters and must be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Selection of the national parliamentarian is made from those team members or eligible state candidates who score highest on the national parliamentary procedures exam and who meet all other appropriate criteria. Refer to the *National Officer Candidate Guide* for specific candidate requirements and procedures.

Procedure

This event consists of two (2) parts: completion of an objective test and a performance.

Objective Test

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils, eraser, and pens.

The team score is determined by averaging the scores of its members. The ten (10) teams with the highest score will be scheduled for a performance. The order of performance will be drawn at random by an impartial person in the event office.

Performance

All members of the ten (10) participating finalist teams will meet for instructions and time assignments thirty (30) minutes before the first performance is scheduled to begin. All team members will be sequestered until their performance times. Twenty (20) minutes before the performance, the team's president will receive an envelope containing a copy of the problem for each team member.

The team may use the preparation time to consider procedure. Parliamentary procedure reference materials may be used during this preparation period but not during the performance itself.

Performances must include presentation of procedures that are used in a complete regular meeting of the chapter from the time the meeting is called to order until it is adjourned. Items designated in the problem must be included in the appropriate order of business, but other items should also be taken up during the meeting. During the performance the secretary will take notes, but the notes will **not** be transcribed into minutes.

Participants may refer to appropriate parliamentary procedure reference materials (e.g., *Robert's Rules of Order*) in the preparation room only. The following items may be taken into the preparation room and may be used in the performance room: a copy of the problem for each team member (given in the preparation room), the treasurer's report, and a copy of the minutes from a preceding meeting. Participants are not to write on the copy of the problem.

The problem may or may not include each class of motions, but all five classes of motions—main, subsidiary, privileged, incidental, and motions that bring a question again before the assembly—must be demonstrated during the performance.

Performance time may be from nine (9) to eleven (11) minutes. A timekeeper will stand at eight (8) minutes. When each team is finished the time used will be recorded, noting a deduction of one (1) point for each full half minute (30 seconds) under nine (9) minutes or each full half minute over eleven (11) minutes.

Performances are open to conference attendees, except performing participants of this event.



Parliamentary Procedure

Performance Rating Sheet

Motions: Full value should be given for correctly handling the following actions on motions. For instance, if a motion does not require a second and the team handles this correctly, full credit should be given.

Motions: (M)ain, (S)ubsidiary, (P)rivileged, (I)ncidental, (B)ring Again

						Value	Score
Motions	M	S	P	I	B		
Made						5	
Seconded						5	
Stated						5	
Debate/no debate						5	
Put to vote						5	
Vote result announced						5	
Motions Performance Subtotal							

Business of the Meeting							
Problem quality (concise, complete, clear, germane)						15	
Directions followed						5	
Other business quality						10	
Business of the Meeting Performance Subtotal							

General Parliamentary Procedure							
Proper order of business						10	
Proper use of parliamentary terms						10	
Clarity of expression and voice projection						5	
Impartiality of presiding official						5	
Initiative of members						5	
Poise, dignity, and appearance						5	
General Parliamentary Procedure Performance Subtotal							

Total Points /100 max.

Time Penalty Deduct one (1) point per full half minute under 9 minutes or over 11 minutes. No deduction for performances between 8:31 and 11:29. Time:

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Performance Score _____ x 80% =

Average Written Test Score _____ x 20% =

Final Score /100 max.

State Chapter: _____

Names: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

PARTNERSHIP WITH BUSINESS PROJECT

(Revised November 2005)

This event recognizes PBL chapters that develop and implement the most innovative, creative, and effective partnership plan for increasing sustained communication and interaction with the business community.

Project Purpose

This report describes activities designed to bring business leaders and PBL members together in a positive working relationship through innovative programs. The report should describe the planning and implementation of activities that build a partnership between business leaders and chapter members for the purpose of learning about successful businesses.

Eligibility

Each state may enter two (2) chapter projects from its active local chapters that are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Members representing their chapters in the oral presentation portion of this event may compete in an additional individual event.

Procedure

Note: Please refer to the [Event Regulations on page V-8](#) at the beginning of this section for additional information.

Written Report

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

Preliminary Round—Oral Presentation

The top two chapter reports from each state are eligible to compete at the National Leadership Conference. The reports will be prejudged according to the attached rating sheet.

Up to three (3) members from each local chapter will give a seven-minute (7) oral abstract of the project. Visual aids and audiovisual equipment may not be used in the preliminary round.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.

Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.

The preliminary performance is not open to conference attendees. Scores from the written report as well as the preliminary oral presentation will determine final rank. The top ten (10) chapters—or an equal number from each group—will proceed to the final round.

Final Round—Oral Presentation

The top ten (10) teams will give an oral presentation.

Up to three (3) members from each local chapter selected for the finals will give an oral presentation. Five minutes (5) will be allowed to set up equipment and seven (7) minutes will be allowed for the oral presentation, which will describe the project and the results obtained. The chapter must provide all equipment for the presentation. Visual aids and samples specially related to the project may be used in the final presentation. However, no items may be left with the judges or audience members.

A timekeeper will stand at six (6) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following each presentation, the judges may conduct a three-minute (3) question-and-answer period.



Partnership with Business Project

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Report Content					
Development					
Description of the partnership goals	0	1 – 2	3 – 4	5	
Description of the planning activities used to build a partnership	0	1 – 3	4 – 7	8 – 10	
Roles of business leaders and chapter members in developing the partnership	0	1 – 2	3 – 4	5	
Implementation					
Description of the activities implemented to learn concepts of business operations	0	1 – 5	6 – 10	11 – 15	
Level of involvement from business leaders	0	1 – 2	3 – 4	5	
Roles of business leaders and chapter members in implementing the project	0	1 – 2	3 – 4	5	
Results					
Description of concepts learned from the project and the impact of the project	0	1 – 5	6 – 10	11 – 15	
Degree of Involvement					
Hours spent, personal contact, executives and department heads contacted	0	1 – 3	4 – 7	8 – 10	
Evidence of Publicity					
Examples of publicity and recognition received as a result of the partnership	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 3	4 – 7	8 – 10	
Creativity of written presentation, design, and graphics	0	1 – 2	3 – 4	5	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 3	4 – 7	8 – 10	
Total Points					/100 max.

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Partnership with Business Project

Oral Presentation Rating Sheet *(Revised November 2005)*

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Voice quality and diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and assertiveness	0	1 – 2	3 – 4	5	

Explanation of Project					
Description of development and strategies used to implement the partnership	0	1 – 5	6 – 10	11 – 15	
Degree of chapter involvement	0	1 – 3	4 – 7	8 – 10	
Contact established with various levels of management within the business (i.e., president, officer, supervisor, owner)	0	1 – 7	8 – 14	15 – 20	
Information learned from management (i.e., business planning, organization, motivation, control, objectives, and goal setting)	0	1 – 7	8 – 14	15 – 20	
Evidence of publicity received	0	1 – 2	3 – 4	5	
Student evaluation of project effectiveness	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	

Total Points /100 max.

Time Penalty Deduct five (5) points for presentation over 10 minutes. Time:

Dress Code Penalty Deduct five (5) points when dress code is not followed.

Presentation Score /100 max.

Report Score /100 max.

Final Score /200 max.

School: _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

PILOT EVENTS NEW

The following five (5) pilot events cover the subjects normally taught in Accounting, Finance, Economics, Management, and Marketing as part of the core curriculum for students earning a Bachelor degree in the specific field.

Eligibility

Each state may enter two (2) participants in each event who are members of active local chapters and are on record in the FBLA-PBL National Center as paid dues by April 15 of the current school year.

Participants may compete in these events again when it becomes an official PBL event. These events count towards the two events a participant can enter at the National Leadership Conference.

Procedure

A one-hour written objective test will be administered based on the listed competencies for each pilot event.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

**Accounting Analysis & Decision Making
*Pilot******Competencies***

The written objective test may include questions on Intermediate Accounting I & II, managerial accounting, cost accounting, advanced accounting, and auditing.

**Economic Analysis & Decision Making
*Pilot***

The written objective test may include questions on money and banking, microeconomics, macroeconomics, comparative economic systems, history of economic thought, and international economics.

**Financial Analysis & Decision Making
*Pilot***

The written objective test may include questions on financial institutions and markets, investments, capital management, financial management/managerial finance, and business finance/corporate finance.

**Management Analysis & Decision
Making *Pilot***

The written objective test may include questions on organizational behavior, organizational theory, management principles, management information systems, production/operations management, and business policies/strategic management.

**Marketing Analysis & Decision Making
*Pilot***

The written objective test may include questions on consumer behavior, advertising and promotion/sales management, marketing research, marketing principles and concepts, marketing management, public relations, and electronic commerce.

PUBLIC SPEAKING

(Revised November 2005)

This event recognizes PBL members who, through public speaking, demonstrate qualities of business leadership by presenting a well-organized, logical, and substantiated speech.

Competencies

The content of the five-minute (5) speech must be of a business nature and must be developed from one or more of the nine (9) FBLA-PBL goals.

Eligibility

Each state may enter two (2) participants who are a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

General Information

The speech should be five (5) minutes in length, of a business nature, and must be developed from one or more of the nine (9) FBLA-PBL goals.

Each participant's speech must be the result of his/her own efforts. Facts and working data may be secured from any source. Student members, not advisers, must prepare the speeches. State and local advisers should serve as consultants to ensure that the speeches are well organized, contain substantiated statements, and are written in a business style.

When delivering the speech, the participant may use notes or note cards.

No visual aids may be used.

A lectern will be available. No microphone will be used.

Preliminary Round

Participants will be divided into groups, depending on the number of entries.

The order of performance will be drawn at random by an impartial person in the event office.

At the time of the performance, the event administrator will introduce each participant by name only. Each speech should be five (5) minutes in length. A timekeeper will stand at four (4) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time under 4:31 or over 5:29 minutes.

All performances are open to conference attendees, except performing participants of this event.

A maximum of fifteen (15) finalists—or an equal number of participants from each group—will be scheduled for the final round.

Final Round

The order of performance will be drawn at random by an impartial person in the event office.

All other procedures as outlined in the preliminary round will be followed for the final round.



Public Speaking

Performance Rating Sheet

☐ Preliminary Round☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Relation to FBLA-PBL goals, activities, and/or current programs	0	1 – 5	6 – 10	11 – 15	
Purpose clearly stated	0	1 – 3	4 – 7	8 – 10	
Suitability and accuracy of statements	0	1 – 2	3 – 4	5	
Organization					
Topic adequately developed	0	1 – 3	4 – 7	8 – 10	
Logical sequence of ideas	0	1 – 3	4 – 7	8 – 10	
Accomplishment of purpose	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 3	4 – 7	8 – 10	
Appropriate gestures and eye contact	0	1 – 3	4 – 7	8 – 10	
Confidence	0	1 – 2	3 – 4	5	
Professional appearance	0	1 – 2	3 – 4	5	
Extent to which speech was sincere, interesting, clear, creative, convincing, and concise	0	1 – 3	4 – 7	8 – 10	
Total Points	/100 max.				
Time Penalty	Deduct five (5) points for presentation under 4:31 or over 5:29 minutes. Time:				
Dress Code Penalty	Deduct five (5) points when dress code is not followed.				
Final Score	/100 max.				

Name: _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

SALES PRESENTATION

(Revised November 2005)

This event is designed to recognize outstanding students in the field of salesmanship. The purpose of this event is to enable students to use their knowledge of good selling techniques and to create an awareness of the importance of good salesmanship.

Competencies

Participation in this event will allow the participant to demonstrate proficiency in selling techniques, merchandise knowledge, and presenting to the customer.

Eligibility

Each state may enter two (2) participants who are a member of an active chapter and is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

The presentation should be ten (10) minutes in length. The participant shall provide the necessary materials and merchandise for the demonstration along with the product. Each participant's demonstration must be the result of his/her own efforts. Facts and working data may be secured from any source. Student members, not advisers, must prepare the demonstration.

When delivering the demonstration, the participant may use notes, note cards, and props. Judges may ask questions during the presentation. A lectern will be available. Participants must provide their own equipment.

Preliminary Round

Participants will be divided into groups, depending on the number of entries.

The order of performance will be drawn at random by an impartial person in the event office.

Visual aids and samples specially related to the presentation may be used in the preparation. However, no items may be left with the judges. The individual must provide all equipment for the presentation.

At the time of the performance, the event administrator will introduce each participant by name and state only. Each demonstration should be ten (10) minutes in length. A timekeeper will stand at nine (9) minutes. When the speaker is finished, the time used by the participant will be recorded, noting a deduction of five (5) points for any time over 10 minutes.

The preliminary round is not open to conference participants.

A maximum of ten (10) finalists—or an equal number of participants from each group—will be scheduled for the final round.

Final Round

A maximum of ten (10) finalists will be scheduled for a final presentation. The order of performance will be drawn at random by an impartial person in the event office.

The final guidelines are the same as the preliminary guidelines described above.

The final performance is open to conference attendees, except performing participants of the event.

SPORTS MANAGEMENT AND MARKETING

The sports industry is rapidly growing in this country and the world. For an individual to be successful and effective in this type of work, they must learn the management and marketing techniques necessary for future success. This event provides recognition for PBL members who possess the basic principles of sports management and marketing.

Competencies

The written objective test may include questions on the following topics: sport management history, human resource management in sports, law and sports application, facility management, strategic marketing, labor relations in professional sports, ethics, tort liability and risk management, group decision making and problem solving, sponsorships, sport licensing, economics of sports, accounting and budgeting, and financing sports.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.



Sales Presentation

Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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Approach

Suitable opening, statement, or remark	0	1 – 2	3 – 4	5	
Direct customer's attention to merchandise	0	1 – 2	3 – 4	5	

Product Presentation

Questions involved customer	0	1 – 3	4 – 7	8 – 10	
Analyze and determine customer needs	0	1 – 3	4 – 7	8 – 10	
Interest in customer as an individual	0	1 – 3	4 – 7	8 – 10	
Adequate knowledge of product features	0	1 – 3	4 – 7	8 – 10	
Create interest and desire for product	0	1 – 3	4 – 7	8 – 10	
Benefits matched to customer needs	0	1 – 3	4 – 7	8 – 10	

Handling Objections

Welcome and listen to all objections	0	1 – 2	3 – 4	5	
Handle and overcome objections with respect	0	1 – 2	3 – 4	5	

Closing

Take advantage of customer reactions	0	1 – 2	3 – 4	5	
Sale effectively closed	0	1 – 2	3 – 4	5	

Suggestion Selling

Suggestion selling effectively used	0	1 – 3	4 – 7	8 – 10	
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Total Points

/100 max.

Time Penalty

Deduct five (5) points for presentation over 10 minutes. Time:

Dress Code Penalty

Deduct five (5) points when dress code is not followed.

Final Score

Name(s): _____

School(s): _____

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

STATE CHAPTER ANNUAL BUSINESS REPORT

The annual business report communicates the state's growth and the methods and projects used in achieving its goals. This event recognizes PBL state chapters that effectively summarize their year's activities in a business report.

Report Purpose

The report should summarize the activities of the state chapter between the end of the previous State Leadership Conference and the end of the current State Leadership Conference. Projects used for other PBL reports may be included. The report should include the chapter's profile, productivity, recognition, and business procedures.

Eligibility

All active state chapters are eligible. Each state may submit one (1) report.

Procedure

Report formats must follow the same sequence shown on the rating sheet. If information is not available for a particular criterion, include a statement to that effect in the report. The report must be similar to that of a business report with substantiated statements in a clear and concise format.

Creativity through design and use of meaningful graphics is encouraged.

STATISTICAL ANALYSIS

The ability to use statistical tools and concepts is an important business skill. This event provides recognition for PBL members who demonstrate knowledge of and the ability to apply common techniques and statistical analysis tools.

Competencies

The written objective test may include questions regarding the organizing and presenting of statistical data, descriptive statistical analyses, probability distributions, sampling techniques, estimates and inferences, and linear regressions.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.



State Chapter Annual Business Report

Written Report Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Chapter Profile					
Letter to chapter membership (stockholders) <ul style="list-style-type: none"> • Number of members • Size of state chapter • When and how the chapter was organized 	0	1 – 3	4 – 7	8 – 10	
Productivity					
Recruitment of members and chapters	0	1 – 2	3 – 4	5	
State officer assistance to local chapters	0	1 – 2	3 – 4	5	
Preparation of state and local officers for their duties	0	1 – 3	4 – 7	8 – 10	
Cooperation with business, professional, and service groups within the community	0	1 – 2	3 – 4	5	
Participation in public relations activities and newsletter preparation	0	1 – 3	4 – 7	8 – 10	
Development and promotion of FBLA-PBL state projects	0	1 – 3	4 – 7	8 – 10	
Support of FBLA-PBL national projects	0	1 – 2	3 – 4	5	
Implementation of state leadership conferences	0	1 – 2	3 – 4	5	
Attendance and participation at conferences sponsored by the association	0	1 – 2	3 – 4	5	
Businesslike Procedures					
Chapter management and organization	0	1 – 2	3 – 4	5	
Financial development, including fundraising and financial statement	0	1 – 2	3 – 4	5	
Format of Report					
Clear and concise presentation with logical arrangement of information	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style	0	1 – 2	3 – 4	5	
Design and graphics	0	1 – 2	3 – 4	5	
Total Points	/100 max.				

State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

TELECOMMUNICATIONS

Telecommunications is a rapidly growing field in the business world. This event provides recognition for PBL members who demonstrate knowledge of the field of telecommunications as it affects personal and business relationships.

Competencies

The written objective test may include questions regarding data transmission including coding, digitizing, and circuits; voice communications; application and impact on society; networks and network design; telecommunication management; ethics; history of telecommunications; standards; and data terminals.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

VISUAL BASIC PROGRAMMING

Programming is an essential career area that supports today's technology-based society. All programming involves the writing of detailed instructions that direct a computer to perform tasks necessary to process data into information. This event recognizes PBL members who have developed an understanding and proficiency in the writing and development of programs in Visual Basic.

Competencies

The written objective test for Visual Basic programming will consist of items related to menu and arrays; window controls; computer concepts; word functions including subprocedures or subroutines; programming structures: sequence, decision/selection, and repetition; variables; constants; debugging procedures; types of input and output; and graphical user interface.

Eligibility

Each state chapter may enter two (2) participants in the event.

Each participant must be a member of an active local chapter who is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

A one-hour written objective test will be administered based on the previously listed competencies. The test will be based on the most recent version of the software.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

WEB SITE DEVELOPMENT

The ability to communicate ideas and concepts, and to deliver value to customers, using the Internet and related technologies, is an important element in a business' success. This event recognizes PBL members who have developed proficiency in the creation and design of Web sites.

2006 National Leadership Conference Topic

Participation in this event will allow members to demonstrate proficiency in conceptualizing, designing, and creating Web sites.

The topic to be addressed by the Web site developed for competition at the 2006 National Leadership Conference will be:

You have just been appointed to an economic development committee for your city/town. Design a Web site that is focused on attracting people to your city/town. What makes your city/town special? What does your city/town offer a small business, entrepreneur, or Web-based business? What does your community offer families? What is the economic impact with increased businesses and families in your city/town? (Case information may be totally fictitious)

Ideally, this topic will also be used for competitions at the state level. Chapters should check with their state adviser to confirm the topic to be used for their state competition.

The Web site should include elements such as page layout, navigational scheme, graphics/multimedia use, site content, and correct business format.

Eligibility

Each state may submit two (2) entries. Entries may be created by an individual or be created by a team of two (2) or three (3) members. Participants must be members of an active local chapter and be on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year. In the event of a team entry, no more than one (1) member may have competed in this event at a previous National Leadership Conference.

Procedure

Prejudged Web Site

1. Entries will be judged according to the rating sheet.
2. An official event entry form must be completed and submitted by the state chairman or designee. This form will list the following information: chapter name, participants' names, school, city, state, and URL.

3. This is not a chapter Web site. The topic must be incorporated in the Web site design.
4. The Web site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web site after the official entry date (second Friday in May.) Judging of the Web site will take place before the National Leadership Conference.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the Web site. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
6. The use of templates must be identified at the bottom of the home page.
7. Web sites should be designed to allow for viewing by as many different platforms as possible.

Oral Presentation

Based on the highest prejudged project scores, a maximum of ten (10) individuals or teams will be selected to make an oral presentation at the National Leadership Conference.

The oral presentation is an explanation of the Web site and the Web site should be shown when explaining the site. The team or individual will be able to access their URL. The explanation should include, but not be limited to

- development of the topic
- development and design process
- use and implementation of innovative technology
- use and development of media elements
- copyright issues with pictures, music, etc.

A windows-based computer, projection device, and screen will be provided for the oral presentation. No other equipment is allowed.

The individual or team has five (5) minutes to present. A timekeeper will stand at four (4) minutes. When each individual or team is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any presentation over (5) minutes. Following each oral presentation, the judges may conduct a five-minute (5) question-and-answer period during which the presenters should be prepared to defend all aspects of their multimedia presentation.

The performance is open to all conference attendees, except performing participants of this event.



Web Site Development Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Page Layout and Design					
Fonts, colors, and graphics enhance aesthetic appeal	0	1 – 3	4 – 7	8 – 10	
Format is consistent and appropriate	0	1 – 2	3 – 4	5	
Graphic design shows creativity, originality, and supports theme	0	1 – 3	4 – 7	8 – 10	
Site uses innovative technology tools and enhancements effectively (i.e., streaming video/audio, flash, Java script)	0	1 – 2	3 – 4	5	
Site Navigation					
All links are functional	0	1 – 2	3 – 4	5	
Links are consistent and support them	0	1 – 2	3 – 4	5	
Navigational scheme is logical and effective	0	1 – 2	3 – 4	5	
Content					
Effectiveness of site	0	1 – 5	6 – 10	11 – 15	
Theme fully and effectively developed. Solution adequately addresses assigned topic.	0	1 – 5	6 – 10	11 – 15	
Technical					
Proper use of grammar, spelling, punctuation, etc.	0	1 – 3	4 – 7	8 – 10	
Site is compatible with multiple browsers	0	1 – 2	3 – 4	5	
Copyright laws have been followed; permissions are cited on the Web site; and the use of templates must be identified at the bottom of the home page	0	1 – 3	4 – 7	8 – 10	
Final Score					/100 max.

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:



Web Site Development

Oral Presentation Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Delivery					
Explanation on the development of the topic in the presentation	0	1 – 3	4 – 7	8 – 10	
Explanation of the development and design process	0	1 – 7	8 – 15	16 – 20	
Explanation of the use and the implementation of innovative technology	0	1 – 7	8 – 15	16 – 20	
Explanation of the use and development of media elements (graphics, video, audio, etc.)	0	1 – 7	8 – 15	16 – 20	
Explanation of the proper documentation of pictures, audio, etc.	0	1 – 3	4 – 7	8 – 10	
Organization of oral presentation	0	1 – 3	4 – 7	8 – 10	
Oral presentation delivery, including voice and self-confidence	0	1 – 2	3 – 4	5	
Demonstration of ability to effectively answer questions	0	1 – 2	3 – 4	5	
Total Score					/100 max
Time Penalty Deduct five (5) points for presentation over 5 minutes. Time: _____					
Dress Code Penalty Deduct five (5) points when dress code is not followed. _____					
Prejudged Web Site					/100 max
Final Score					/200 max

Name(s): _____

School: _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments:

WHO'S WHO IN PBL

This award honors PBL members who have made outstanding contributions to the association at the local, state, and national levels.

Eligibility

Each state may enter one (1) participant who is a member of an active local chapter and is on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

National officers automatically earn recognition in this event; therefore, having a national officer does not prohibit a state from selecting an additional member for this honor.

Regulations

1. The entry form must be completed by the state chairman or designee and must be mailed to the national association.
2. Nominees must be selected in accordance with the regulations of the state chapter and the national association.
3. If the state chapter nominee is unable to attend the National Leadership Conference, the state may designate one of its other delegates to accept the award for that nominee.

Procedure

Criteria for selection of nominees by the state chapter should include:

- Years of participation in PBL activities
- Extent of participation in conferences sponsored by the state chapter and national association
- Offices, chairmanships, and committee memberships held
- Contributions to local, state, and national projects
- Participation in other activities
- Recommendations supportive of the member's involvement in FBLA-PBL

National Awards

One (1) member from each state submitting an entry form and all national officers will be recognized as recipients of the national Who's Who in PBL award at the National Leadership Conference.

WORD PROCESSING

A high level of word processing skill is a necessity for employees in productive offices. This event recognizes PBL members who demonstrate that they have acquired word processing proficiency beyond the entry level.

Competencies

Participants should be well prepared in the production of all types of business forms, which may include letters, memorandums, tables, reports, statistical reports, and materials from rough draft and unarranged copy. Results will be based on mailable copy and the Format Guide.

In addition, participants will be tested on their understanding and mastery of basic computer concepts; document formatting rules, grammar, punctuation, spelling, and proofreading; and word processing applications.

Eligibility

Each state may enter two (2) participants who are members of active local chapters and who are on record in the FBLA-PBL National Center as having paid dues by April 15 of the current school year.

Procedure

Note: Please refer to the [Special Event Regulations section on page V-9](#) at the beginning of these guidelines for additional information.

School Site

One (1) hour will be allowed for the skill test at the school-testing site. Additional time will be allowed for general directions, equipment set up, and warm up. Problems are weighted according to difficulty and may be completed in any order.

Results will be based on mailable copy and the Format Guide. Material that could be considered mailable with slight or serious corrections will receive reduced credit. ([See Standards of Mailability on page V-10.](#))

Participants must recognize the necessity for accurate proofreading. Word division manuals, dictionaries, and the Format Guide may be used as a reference at the test site.

Voice recognition software may be used where applicable. The local chapter must provide the software.

Objective Test

A one-hour (1) written objective test will be administered at the National Leadership Conference based on previously written competencies and basic skills knowledge.

The score received on this portion of the event will constitute 15 percent of the final score.

Participants must furnish their own No. 2 pencils and erasers. Non-graphing calculators will be provided.

RECOMMENDING A NEW OR MODIFIED COMPETITIVE EVENT

Each year, the NAP Committee receives a number of suggestions for modifications to FBLA-PBL's competitive events or for the adoption of new events. Recognizing the importance of obtaining, and responding to, these field proposals in a timely, efficient, and fair manner, the NAP Committee has instituted the following procedures.

I. Submitting a Proposal

Proposals to modify or adopt new competitive events may be submitted by local and state advisers, members of a state committee, or by individual student members of FBLA-PBL. When submitting a proposal, individuals are asked to provide the following items. Refer to the existing competitive event guidelines as references relative to format, content, etc. Proposals should be submitted by the first Friday in May to be considered for the next year.

- Purpose of the new event or modification
- Rationale for making the change or adopting the new event
- Eligibility
- Regulations
- Procedures
- Judging
- All supporting materials, including:
 - Two sample tests (objective tests)
 - Proposed rating sheets (performance events, chapter events)
 - Sample problems or cases (performance events, skill events)

II. Review Process

Step 1. Proposals should be submitted to the national center. Proposals received will be assigned to a member of the NAP Committee for initial review. The committee member will first review the proposal to ensure that it is complete and appropriate. If the proposal is not complete, the committee member will work with the individual(s) submitting the proposal to complete the file.

Step 2. Once the proposal is complete, the NAP member assigned to the review will distribute copies (except for sample tests, cases, etc.) to at least five (5) state advisers for review and comment.

Step 3. After obtaining reviews from at least five (5) state advisers, the committee member will prepare a report to the full NAP Committee recommending approval as submitted, approval with modifications, or rejection.

III. Approval and Implementation

The NAP Committee will review completed recommendations at its annual fall/winter meeting. Notification of all modifications and/or adoptions will be sent to state committee members for comments and reaction by December. The NAP Committee will present the approved modifications and/or adoptions at the next National Leadership Conference for implementation for the upcoming school year. The decision to implement the event (or event modification) as an official event or as a pilot event will be at the discretion of the NAP Committee.



Competitive Event Recommendation Form

Must be submitted by the first Friday of May.

From: _____ State: _____

Status (circle those that apply): Adviser State Committee Member Member

Chapter Affiliation: _____

Address: _____

Phone Number: _____

Event Name: _____

Division (circle one): FBLA PBL FBLA–Middle Level

Scope of proposal (circle one): New Event Modification to existing event

Rationale (brief statement; attach additional sheets if needed):

Signature: _____ Date Submitted: _____

Do not write below this line.

Assigned to: _____ Date: _____

Status: _____ Approved as proposed: _____

Approved with modifications: _____ Rejected. Rationale: _____

Implemented at NLC: _____ Pilot Full: _____

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